THE UTILIZATION OF DIGITAL MARKETING FOR MICRO, SMALL, AND MEDIUM ENTERPRISES

Edi Setiawan[1], Oki Irawan[2], Emaridial Ulza[3], Faizal Ridwan Zamzany[4]
Email: [1]edisetiawan@uhamka.ac.id,
[2]okiirawan@uhamka.ac.id[3]emaridialulza@uhamka.ac.id[4]zamzany@uhamka.ac.id
[1234]Universitas Muhammadiyah Prof. DR. HAMKA

Abstract. The purpose of this study was to find out the benefits of the implementation of digital marketing for MSMEs in Jakarta. The applied method was a quantitative approach using a descriptive-analytical method. Samples were taken using a random sampling technique with a total sample of 200 MSMEs. However, those that meet the criteria were 112 MSMEs. The results showed that the sales variable and awareness variable simultaneously had a significant effect on the digital marketing-understanding variable.
Keywords: Quantitative, utilization, sales, awareness

1. INTRODUCTION

The era of industry 4.0 is a time that emphasizes digitalization in all aspects of production in the industry through the combination of digital technology, the internet, and conventional industries. Many aspects of life must be improved to become a country that continues to lead other countries, including Indonesia as one of the countries that have the same opportunity so as not to be left behind and eroded by this technological sophistication (I.M Sindhu Yoga et al., 2019).[1] The economy is a very crucial aspect to be more advanced or just survive so that the country's condition remains stable to meet the needs and desires of national and global markets (J. Sulaksono et al., 2020).[2] Government intervention can be one of the main factors so that large-scale and small-scale businesses can move forward together (Devi K., 2018).[3] For example, Micro, Small, and Medium Enterprises (in Indonesian: *Usaha Mikro, Kecil, dan Menengah* (UMKM)) are currently being given

special attention by the government so that they can run their businesses digitally (Soesanto, H., at.al, 2019).[4] This is because MSMEs play an important role in economic growth in Indonesia (Nur Kholidah et al., 2018).[5] The utilization of digital marketing for MSMEs is deemed indispensable in this modern world where all business actors get together to use digital marketing as an effective promotional solution (Purwana et al., 2017).[6] The success of an MSME will be seen when the sales are consolidated properly. Many business people can easily use digital marketing as an effective means of promotion. This can also be seen from the sales process carried out by MSMEs. Sales continue to increase as seen from the MSME sales data (Pradiani, 2017).[7] The development of the digital world has a positive impact on the growth and development of MSMEs as well as resulting in more efficient sales processes in line with the relationship between producers and consumers. The utilization of digital marketing in the sales process gives a positive impression because it contains an element of excellence that will be promoted so that consumers can immediately find it out from the platform on the internet (Wardhana, 2015).[8] By applying these platforms, MSMEs can describe in detail their products. By doing so, it gives a positive effect on the openness of the products. Especially in the era of the free market, it is believed that MSMEs must continue to improve their performance for the sustainability of their businesses. Many competitors have used digital marketing as a domino effect for business progress. Because the business world is increasingly opened, business actors are required to innovate and increase their creative power so that sales continue to increase (Slamet et al., 2016).[9] Prioritizing the use of digital marketing has proven to be effective for MSMEs in ASEAN countries. This evidence must be used as a reference for the advancement of Indonesian MSMEs. If MSMEs do not think ahead, they will automatically be eroded by foreign MSMEs (Febriyantoro, 2018).[10] For this reason, it is necessary to map the potential that will be explored by domestic MSMEs in taking strategic steps that will be given to consumers. Mapping the existing potential indeed requires a helping hand from the government so that business actors can get moral intake to increase the trade balance (Ridwan, 2019).[11] Supporting MSMEs can be carried out by providing digital marketing workshops related to the business model being built. If this is done properly, the sales will increase and the business model that is built will be well-structured. Several studies have been conducted regarding the use of digital marketing for MSMEs. However, the methods and results differed from one another. Therefore, there is a research gap from those previous studies (Purwana et al, 2017). [12] examined the use of digital marketing for MSMEs in Malaka Sari, Duren Sawit. The form of their project was the socialization with a community service model. The result indicated that the owners of MSMEs are interested in

applying digital marketing and utilizing media social optimally. However, they faced several obstacles. Those obstacles, for example, are a lack of understanding of the importance of digital marketing, a lack of knowledge about information and communication technology and how to use social media properly, the impatience to get the good results, and a lack of understanding to create interesting "posts". Rowlands, et al. (2008).[13] had also examined the use of digital marketing for MSMEs in the era of the ASEAN Economic Community. The results indicated that all MSMEs believed that the use of digital marketing helped them interact directly with consumers. They also said that the use of digital marketing expands their market share, increases awareness for consumers because MSMEs routinely update their product information every day, and increases sales because some MSMEs also collaborate with several marketplaces such as Shopee and Tokopedia. For those MSMEs that are categorized as food and beverage services, they collaborate with GoFood for making it easier for consumers to buy their products. Kim, S et al. (2019) examined the effect of digital marketing on the product sales performance of MSME Asti Gauri in Bantarsari, Cilacap.[14] The results indicated that there was an effect of digital marketing on the product sales performance of MSME Asti Gauri in Bantarsari, Cilacap. Besides, the interview showed that using online facilities in terms of marketing, promotions, and transactions will increase the product sales value of MSME Asti Gauri. Krisnawati K. (2018) studied the role of digital technology development in the marketing strategy and distribution channels of MSMEs in Indonesia. She found that digital technology can facilitate the development of MSMEs in Indonesia.[15] By optimizing the use of digital technology, MSMEs can build their businesses and gain large profits with small capital. Digital technology can also help MSMEs expand their business and reach from previously only around where the MSMEs operate to be even wider. The same thing is found in a study conducted by W.L. Hardilawati (2020).[16] She found several recommended survival strategies that can be carried out by MSMEs to be able to maintain their business, i.e. selling through e-commerce because many people currently have switched to online shopping. Therefore, those MSMEs that market their products by utilizing digital technology (digital marketing) can reach more consumers. They also make improvements to their product quality and service quality. Additionally, they also improve their customer relationships (customer relationship marketing) to create consumer trust and foster customer loyalty.

2. LITERATURE REVIEW AND HYPOTHESIS
Digital Marketing
A new way that can be used as a marketing tool currently is digital marketing. The

definition of digital marketing, in simple terms, is an effort to achieve marketing goals through the use of digital technology (Gauzente, C., & Roy, Y, 2012).[17] Digital marketing is one of the media that is often used nowadays by business people because of consumers' ability to follow the flow of digitalization. Some enterprises are gradually starting to leave the conventional marketing model and switch to modern marketing (M.T. Febriyantoro & Debby A., 2018:64). [18] Wardhana (2015) [19] found that digital marketing strategies have an effect of up to 78% on the competitive advantage of MSEs in marketing their products. M.T. Febriyantoro et.al (2018) [20] also found that the use of digital marketing has several advantages, i.e. targets can be set according to their demographics, residence, lifestyle, and habits; the results can be gained quickly so that marketers can take corrective action or make changes if they feel something is not appropriate; costs are much cheaper than conventional marketing; the reach is wider because it is not limited geographically; it can be accessed anytime without limited time; results can be measured, for example the number of site visitors or the number of consumers who make online purchases; campaigns can be personalized; and marketers can engage or reach consumers because communication occurs directly and in two directions so that they may be able to build relationships and foster consumer trust. On the other hand, digital marketing also has weaknesses, i.e. it can be easily imitated by competitors; it can be misused by irresponsible parties; reputation can be bad when a negative response rises; and not everyone uses internet or digital technology. Awareness of the importance of using digital marketing tools greatly helps the movement of a business or specifically MSME business at the current time. This needs to be carried out so that the business can survive and tend to increase. According to Devezas et al. (2017), the implications of the development of the digital economy and the industrial revolution 4.0 are as follows. "Not only the patterns of consumption and production changed, but it also changes the future work and employment situation. This suggests that conventional economic activities that are previously done by using unskilled laborers and/or by automation technology might be largely replaced by high skill and competencies laborers who can utilize information and communication technology advancement brought by the Industry 4.0". [21] The transition from traditional marketing to digital marketing greatly affects the sales volume of MSMEs. This is because many advantages are offered by this marketing method. Before the COVID-19 pandemic begins, e-commerce (or digital marketing) was only an option. But for now, retail stores and manufacturers need to sell products through e-commerce platforms to be able to maintain their business. This will have a positive long-term impact because consumers will be more accustomed to shopping online (Pratama, R. B., & Magnadi, R. H, 2017). [22] Awareness regarding the large business

opportunities, offered by digital marketing that can be seen from the increasing sales, provides a deep understanding for MSMEs to continue to develop by applying digital marketing to boost the pace of their businesses. Based on the description above, the hypotheses of this study can be formulated as follows.

H1: There is a partial influence between the sales variable on the understanding variable.

H2: There is a partial influence between the awareness variable on the understanding variable.

H2: There is a simultaneous influence between the sales and awareness variables on the understanding variable.

3. METHOD

This study applied quantitative research using a descriptive-analytical method. Quantitative research was employed to examine a specific population or sample. Samples in this kind of research were generally taken randomly, data were collected using research instruments, and data were analyzed quantitatively or statistically to test the predetermined hypothesis (Sugiyono, 2012).[23] Meanwhile, a descriptive-analytical method is a kind of research that describes information based on facts obtained in the field. This study applied hypothesis-testing research. It is a study that explains phenomena in the form of relationships between variables (Santoso, 2000).[24] In this study, researchers collected data from Micro, Small, and Medium Enterprises (MSMEs) in Jakarta and then took 200 MSMEs as samples; however, only 112 MSMEs met the criteria in terms of utilizing social media as digital marketing. The technique employed in this research was multiple linear regressions. Furthermore, the equation used in this study was as follows.

$Y = 2.003 + 0.352*X1 + 0.249*X2 + e$

Where: Y is the understanding variable, X1 is the sales variable, and X2 is the awareness variable.

4. ANALYSIS AND DISCUSSION
Description of the research setting

As a big city and also a nation's capital, Jakarta becomes the center of business and information that has an impact on people's knowledge related to the use of social media in marketing a business. Social media can be also used by Micro, Small, and Medium Enterprises (MSMEs) to market their products. The understanding of people involving in the MSMEs regarding the utilization of social media as digital marketing will be able to increase sales products and public awareness.

Research Results

The characteristics of the respondents are presented in the following table.

Table 1. Characteristics of Respondents

Length of Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 Year	32	28.6	28.6	28.6
	> 10 Years	6	5.4	5.4	33.9
	1 - 3 Years	50	44.6	44.6	78.6
	4 - 6 Years	17	15.2	15.2	93.8
	7 - 9 Years	7	6.3	6.3	100.0
	Total	112	100.0	100.0	

The Age of the Owner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.9	.9	.9
	1	1	.9	.9	1.8
	17	1	.9	.9	2.7
	20	2	1.8	1.8	4.5
	21	5	4.5	4.5	8.9
	22	3	2.7	2.7	11.6
	23	10	8.9	8.9	20.5
	24	6	5.4	5.4	25.9
	25	5	4.5	4.5	30.4
	26	2	1.8	1.8	32.1
	27	3	2.7	2.7	34.8
	28	6	5.4	5.4	40.2
	29	6	5.4	5.4	45.5
	30	13	11.6	11.6	57.1
	31	4	3.6	3.6	60.7
	32	7	6.3	6.3	67.0
	33	4	3.6	3.6	70.5
	34	1	.9	.9	71.4
	35	4	3.6	3.6	75.0

36	2	1.8	1.8	76.8
37	2	1.8	1.8	78.6
38	1	.9	.9	79.5
39	1	.9	.9	80.4
40	3	2.7	2.7	83.0
41	1	.9	.9	83.9
42	1	.9	.9	84.8
44	3	2.7	2.7	87.5
45	3	2.7	2.7	90.2
47	1	.9	.9	91.1
48	4	3.6	3.6	94.6
49	2	1.8	1.8	96.4
50	1	.9	.9	97.3
51	1	.9	.9	98.2
56	1	.9	.9	99.1
59	1	.9	.9	100.0
Total	112	100.0	100.0	

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	36	32.1	32.1	32.1
	Female	76	67.9	67.9	100.0
	Total	112	100.0	100.0	

Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.9	.9	.9
	D3	12	10.7	10.7	11.6
	S1	74	66.1	66.1	77.7
	S2	11	9.8	9.8	87.5
	SMA	14	12.5	12.5	100.0
	Total	112	100.0	100.0	

Table 1 above showed that more women own businesses than men, i.e. 67.9%. The business owners dominantly have undergraduate education levels, i.e. 66.1%. The average age of owners who are active in the use of digital marketing is 25 - 35 years. This indicated that those who use social media as a means of digital marketing are millennials who are already very familiar with current technological developments. These millennial generations have on average been running their business for 1 to 3 years.

Table.2 Test of the Coefficient of Determination (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728^a	.530	.521	.28244

a. Predictors: (Constant), Awareness, Sales
b. Dependent Variable: Pemahaman

Based on the table above, it is found out that the value of the coefficient of determination (R^2) is 0.530. The value indicated that 53% of the variance of Y can be because of changes in the variables X1 and X2. Meanwhile, the other 47% can be from other factors outside the model. It also means that the sales variable (X1) and the awareness variable (X2) simultaneously affect the understanding variable (Y) by 53%.

Table 3 Results of Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	2.003	.244		8.202	.000		
	Sales	.352	.093	.443	3.789	.000	.331	3.025
	Awareness	.249	.091	.319	2.732	.007	.331	3.025

a. Dependent Variable: Pemahaman

Based on the test results above, an equation can be obtained, namely as follows.

$$Y = 2.003 + 0.352*X1 + 0.249*X2 + e$$

This equation can be interpreted that if X1 (sales) increases by one unit and X2 (awareness) remains, then Y (understanding) will increase by 0.438 units. If X2

(awareness) increases by one unit and X1 (sales) remains, then Y (understanding) will increase by 0.352 units. Therefore, it can be concluded that X1 (sales) is more influential than X2 (awareness) because the regression coefficient of X1 (sales) is higher than the coefficient regression of X2 (awareness). If X1 (sales) and X2 (awareness) are zero, then Y (understanding) is equal to the constant a, which is 2.003.

The T-test (Hypothesis Test). This test is intended to test whether the independent variable partially has a significant effect on the dependent variable. Based on Table 3 above, it can be seen that the sig. value of variable X1 (sales) is 0.000 (< 0.05) so that H1 is accepted. It means that the sales variable partially has a positive and significant effect on the understanding variable. The higher the sales are, the higher the level of understanding of digital marketing will be, or vice versa. Meanwhile, the sig. value of variable X2 (awareness) is 0.007 (< 0.05) so that H1 is accepted. It means that the awareness variable partially has a positive and significant effect on the understanding variable. The higher the awareness is, the higher the level of understanding of digital marketing will be, or vice versa. Furthermore, from the table above, it can also be seen that the sales and awareness variables have a simultaneous effect on the level of understanding of MSMEs in digital marketing. The results of this study are in line with the proposed hypothesis considering that the use of digital marketing by MSMEs will have an impact on increasing sales and consumer awareness.

5. DISCUSSION

Based on the findings above, it indicated that the two variables (the level of sales and awareness) partially have a positive and significant effect on the level of understanding of the use of digital marketing for MSMEs. These results are also supported by several previous studies, i.e. J. Sulaksono et al. (2020)[26], D. Purwana et al. (2017)[27], H. Ghalib et al. (2019)[28], B.B. Hapsoro et al. (2019)[29], Andi Hendrawan et al. (2019)[30], M.T. Febriyanto et al. (2018)[31], Krisnawati, D. (2018).[32], W.L. Hardilawati (2020).[33], A.M. Afrilia et al. (2019)[34], T. Pradiani (2017)[35], Hamdan, (2018).[36], S. Supriatna et al. (2014)[37], F. Oktaviani et al. (2018).[38], and Yoga et al. (2019)[39]. However, several studies have contrary results with those found in this study, such as Syaifullah (2017).[40], and Y. Hereyah (2019).[41]. They stated that the understanding of digital marketing is still very limited, while the success of promotion is mostly due to a word of mouth and not online marketing.

6. CONCLUSIONS AND SUGGESTIONS

Based on the results of this study, it can be concluded that the sales variable and the awareness variable simultaneously have a significant effect on the digital marketing-understanding variable. Partially, both sales and awareness variables also have a significant effect on the digital marketing-understanding variable. This indicates that the use of digital marketing by MSMEs will have an impact on increasing sales and consumer awareness. This increase will have an impact on the increase in sales volume so that MSMEs will get developed. The use of digital marketing must continue to be improved because it can expand the MSME market not only for the domestic demand but also for international demand.

7. REFERENCES

[1] Yoga, I. M. S., Korry, N. P. D. P., Yulianti, N. M. D. R. (2019). Information Technology Adoption on Digital Marketing Communication Channel. International Journal of Social Sciences and Humanities, 3(2), 95-104.

[2] Sulaksono, J., & Zakaria, N. (2020). Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Desa Tales Kabupaten Kediri. Generation Journal, 4(1), 41-48.

[3] Krisnawati, D. (2018). Peran Perkembangan Teknologi Digital Pada Strategi Pemasaran Dan Jalur Distribusi Umkm Di Indonesia. Jurnal Manajemen Bisnis Krisnadwipayana, 6(2), 69-74.

[4] Soesanto, H., Mudiantono, M., Kurniawan, D., Sukresna, I. M., & Budi, S. (2019). Market Orientation and Enterprise Resources Planning: Do They Influence Small-Medium-Enterprises' Marketing Performance?.

[5] Kholidah, N., Hakim, M. R. (2015). Peluang Dan Tantangan Pengembangan Usaha Mikro Kecil Menengah (UMKM) Dari Berbagai Aspek Ekonomi, 74-89.

[6] Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. Jurnal Pemberdayaan Masyarakat Madani (JPMM), 1(1), 1-17

[7] Pradiani, T. (2017). Pengaruh sistem pemasaran digital marketing terhadap peningkatan volume penjualan hasil industri rumahan. Jurnal Ilmiah Bisnisdan Ekonomi Asia, 11(2), 46-53.

[8] Wardhana, A. (2015). Strategi Digital Marketing dan Implikasinya Pada Keunggulan Bersaing UKM di Indonesia.

[9] Slamet, R., Nainggolan, B., Roessobiyatno, R., Ramdani, H., & Hendriyanto, A. (2016). Strategi Pengembangan UKM Digital dalam Menghadapi Era Pasar Bebas. Jurnal Manajemen Indonesia, 16(2), 136-147.

[10] Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi   Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean.   JMD: Jurnal Riset Manajemen & Bisnis Dewantara, 1(2), 61-76.

[11] Ridwan, I. M. (2019). Penerapan Digital Marketing Sebagai Peningkatan Pemasaran   Pada UKM Warung Angkringan "WAGE" Bandung. Jurnal Abdimas BSI: Jurnal Pengabdian Kepada Masyarakat, 2(1).

[12] Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi   Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari,   Duren Sawit. Jurnal Pemberdayaan Masyarakat Madani (JPMM), 1(1), 1-17

[13] Rowlands, I., Nicholas, D., Williams, P., Huntington, P., Fieldhouse, M., Gunter, B., ... & Tenopir, C. (2008, July). The Google generation: the information behaviour of the researcher of the future. In *Aslib proceedings*. Emerald Group Publishing Limited.

[14] Kim, S. S., Haryanto, M., & Purba, J. T. (2019). Cash holdings of business group-affiliated firms in Indonesia. *DLSU Business & Economics Review*, *29*(1), 40-57.

[15] Krisnawati, D. (2018). Peran Perkembangan Teknologi Digital Pada Strategi Pemasaran Dan Jalur Distribusi Umkm Di Indonesia. Jurnal Manajemen Bisnis Krisnadwipayana, 6(2), 69-74.

[16] Hardilawati, W. L. (2020). Strategi Bertahan UMKM di Tengah Pandemi Covid-19 The Survival Strategy Of Smes During The Covid-19 Pandemic. Jurnal   Akuntansi dan Ekonomika, 10(1), 89-98.

[17] Gauzente, C., & Roy, Y. (2012). Message content in keyword campaigns, click behavior, and price-consciousness: A study of millennial consumers. *Journal of Retailing and Consumer Services*, *19*(1), 78-87.

[18] Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi   Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean.   JMD: Jurnal Riset Manajemen & Bisnis Dewantara, 1(2), 61-76.

[19] Wardhana, A. (2015, April). Strategi digital marketing dan Implikasinya pada Keunggulan Bersaing UKM di Indonesia. In *Seminar Keuangan dan Bisnis IV UPI*.

[20] Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi   Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean.   JMD: Jurnal Riset Manajemen & Bisnis Dewantara, 1(2), 61-76.

[21] Devezas, T., & Sarygulov, A. (2017). *Industry 4.0*. Springer.

[22] Pratama, R. B., & Magnadi, R. H. (2017). *Analisis Pengaruh Promosi Dan Persepsi Keamanan Terhadap Kepercayaan Serta Implikasinya Terhadap Minat*

Beli Di E-CommerCE (Studi pada Pengguna blibli. com) (Doctoral dissertation, Fakultas Ekonomika dan Bisnis).

[23] Sugiyono. (2012). Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.

[25] Santoso, S. (2000). Buku latihan SPSS statistik parametrik. Penerbit Elex Media Komputindo.

[26] Sulaksono, J., & Zakaria, N. (2020). Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Desa Tales Kabupaten Kediri. Generation Journal, 4(1), 41-48.

[27] Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. Jurnal Pemberdayaan Masyarakat Madani (JPMM), 1(1), 1-17

[28] Ghalib, H., & Setiawan, A. H. (2019). Analisis Perbedaan Sebelum Dan Sesudah Penggunaan Media Sosial Terhadap Perkembangan Usaha Catering Di Kota Semarang. Diponegoro Journal of Economics, 1(1), 1-9.

[29] Hapsoro, B. B., Palupiningdyah., & Slamet, A. (2019). Peran Digital Marketing sebagai Upaya Peningkatan Omset Penjualan Bagi Klaster UMKM di Kota Semarang. Jurnal Pengabdian kepada Masyarakat, 23(2), 117-120.

[30] Hendrawan, A., Sucahyowati, H., Cahyandi, K., Indriyani & Rayendra, A. (2019). Pengaruh Marketing Digital Terhadap Kinerja Penjualan Produk UMKM Asti Gauri Di Kecamatan Bantarsari Cilacap. Jurnal Administrasi dan Kesekretarisan, 4(1), 50-61.

[31] Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean. JMD: Jurnal Riset Manajemen & Bisnis Dewantara, 1(2), 61-76.

[32] Krisnawati, D. (2018). Peran Perkembangan Teknologi Digital Pada Strategi Pemasaran Dan Jalur Distribusi Umkm Di Indonesia. Jurnal Manajemen Bisnis Krisnadwipayana, 6(2), 69-74.

[33] Hardilawati, W. L. (2020). Strategi Bertahan UMKM di Tengah Pandemi Covid-19 The Survival Strategy Of Smes During The Covid-19 Pandemic. Jurnal Akuntansi dan Ekonomika, 10(1), 89-98.

[34] Afrilia, A. M., Ikasari, P. N. (2019). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Sentra Mainan Anak Kampung Di Kelurahan Jurangombo, Magelang. SWADAYA: Indonesian Journal of Community Empowerment, 1(3), 163-170.

[35] Pradiani, T. (2017). Pengaruh sistem pemasaran digital marketing terhadap peningkatan volume penjualan hasil industri rumahan. Jurnal Ilmiah Bisnisdan

Ekonomi Asia, 11(2), 46-53.

[36] Hamdan. (2018). Industri 4.0: Pengaruh Revolusi Industri Pada Kewirausahaan Demi   Kemandirian Ekonomi. Jurnal Nusamba, 3(2), 1-8.

[37] Supriatna, S., Aminah, M. (2014). Analisis Strategi Pengembangan Usaha Kopi Luwak (Studi Kasus UMKM Careuh Coffee Rancabali-Ciwidey Bandung).Jurnal Manajemen dan Organisasi, 5(2), 227-243.

[38] Oktaviani, F., & Rustandi, D. (2018). Implementasi Digital Marketing dalam Membangun Brand Awareness. PRofesi Humas, 3(1), 1-20.

[39] Yoga, I. M. S., Korry, N. P. D. P., & Yulianti, N. M. D. R. (2019). Information technology adoption on digital marketing communication channel. *International journal of social sciences and humanities*, *3*(2), 95-104.

[40] Syaifullah., Maulana, A., Karnadi, V., & Tantowi, R. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah (UMKM) Di Kecamatan Batu Aji Kota Batam. Jurnal ABDIKMAS UKK, 1-5.

[41] Hereyah, Y. (2019). Implementasi Digital Marketing Produk UMKM Koperasi Cipta   Boga Di Kampung Wisata Eko Kuliner Keranggan Kecamatan Setu Tangerang. COMNEWS, 358-362.