

Analysis of The Implementation of Digital Marketing for Marning SMEs in Bukit Barisan Village, Merigi District

**Beatrix Tandyana*, Eva Angelique, Cicilia Rahayuning Tyas Utami, Damar Aryo
Puntodewo, Arie Vatesia**
Universitas Bengkulu, Indonesia
Email: beatrixtan1@gmail.com

Keywords:

SWOT Analysis; Digital
Marketing; Culinary; Marketing
Mix

ABSTRACT

Digital marketing has become an essential strategy for strengthening the competitiveness of micro, small, and medium enterprises, particularly rural food-based businesses that still depend on conventional marketing systems. This study aims to analyze the implementation of digital marketing among marning SMEs in Bukit Barisan Village, Merigi District, by identifying adoption levels, inhibiting factors, and strategic business opportunities. This research employed a descriptive qualitative method through observation, interviews, questionnaires, documentation, and mentoring activities involving marning business actors, with a specific focus on Sifa Rasa Shop. The analysis used the 7P marketing mix and SWOT approach to evaluate internal strengths, weaknesses, external opportunities, and threats. The results show that digital marketing adoption remains limited. Of 22 identified business actors, only 11 participated in training, seven were interested in mentoring, and only two implemented digital marketing through platforms such as Instagram, TikTok, and Shopee. Major barriers included low digital literacy, product legality and certification limitations, packaging problems, dependence on traditional sales, and limited managerial readiness. However, Sifa Rasa Shop demonstrated strong potential through product variety, competitive pricing, legality, attractive packaging, and marketplace utilization. In conclusion, digital marketing implementation is still transitional but promising when supported by structured training, mentoring, product legality, and continuous digital capacity building.

INTRODUCTION

The era of globalization has accelerated the advancement of information technology, resulting in tangible impacts on society, particularly in increasing market turnover (Suprianto et al., 2025). Digital marketing is a technique that utilizes digital technology to identify business opportunities in sales and to develop strategies for enhancing market competitiveness (Az-Zahra & Sukmalengkawati, 2022). The use of internet technology and social media has become a common promotional practice. Most citizens in Indonesia access the internet at least once every month. Since 2017, Indonesia has ranked fifth globally in internet usage, indicating strong potential for e-commerce development in the marketing sector (Riskyan & Ervianty, 2019).

Since the COVID-19 pandemic, in efforts to support national economic recovery, the government has provided assistance to the business sector (Angeline et al., 2022). Micro, Small, and Medium Enterprises (MSMEs) have begun to recognize and adopt the use of social media platforms such as Facebook, Instagram, and various online marketplaces. The

expected positive impact of this technological shift is increased productivity, improved efficiency, and expanded market reach without requiring physical branch expansion. This support has been realized through programs such as MSMEs Go Digital and Go Global (Nurhavina, 2020; Steinmayr et al., 2019). These initiatives are necessary given that MSMEs contribute approximately 97% to employment absorption and 60.42% to national investment. However, despite government encouragement, many MSME actors have not fully implemented these programs effectively (Yanto & Aprilian, 2023).

The implementation of Go Digital and Go Global programs can also be observed in rural areas, such as Bukit Barisan Village, Kepahiang Regency. The village has sustained food availability and stable access over time. Processed snacks such as marning and mangleng are part of the local culinary identity and hold economic potential for community development in Bukit Barisan Village. The local community expects these products to grow into commodities recognized across broader markets, thereby increasing economic opportunities and income generation (Deller et al., 2017).

Previous studies have consistently emphasized the importance of digital marketing in enhancing MSME performance (Novitasari et al., 2025; Tresnasari & Zulganef, 2023). Research indicates that the adoption of social media platforms such as Instagram, Facebook, and e-commerce marketplaces significantly increases market reach and consumer engagement (Gao et al., 2023; Setiawan et al., 2025; Sharabati et al., 2024). Other studies also show that digital marketing strategies contribute positively to sales growth and brand awareness, particularly when supported by effective content management and customer interaction systems. These findings suggest that digital transformation is not merely an option but a strategic necessity for MSME sustainability in the digital era.

Further research highlights the relevance of integrating analytical tools such as SWOT analysis and the marketing mix (7P) in strengthening MSME competitiveness. Studies show that internal strengths such as product quality and pricing strategies must align with external opportunities such as marketplace expansion and government digitalization programs. However, many of these studies focus primarily on urban MSMEs, while rural enterprises with limited technological readiness remain underexplored. This creates an imbalance in understanding how digital marketing strategies function in structurally and geographically constrained environments.

Despite the growing body of literature, a clear research gap remains regarding the integration of digital marketing implementation and behavioral readiness among rural MSME actors. Most studies emphasize technical adoption or performance outcomes without deeply examining psychological, cultural, and structural barriers to digital transformation at the village level. In addition, limited research combines practical interventions such as training and mentoring with strategic marketing analysis within a single framework, particularly in the context of local food-based enterprises.

The urgency of this research lies in the increasing pressure on MSMEs to adapt to digital ecosystems to maintain competitiveness. The post-pandemic economy has accelerated consumer reliance on online platforms, making digital presence essential for business sustainability. For rural enterprises such as marning producers in Bukit Barisan Village, failure to adapt may result in reduced competitiveness or market exclusion.

Therefore, understanding both the implementation process and barriers of digital marketing is essential for designing effective empowerment strategies.

The novelty of this study lies in its integrated approach, combining digital marketing implementation, SWOT analysis, and marketing mix evaluation within a community-based intervention framework. Unlike previous studies that rely solely on descriptive analysis, this research incorporates direct mentoring and behavioral observation of MSME actors in adopting digital platforms. Furthermore, it contextualizes digital transformation within traditional food SMEs, providing a grounded understanding of how digital strategies operate in rural socio-economic settings.

The purpose of this research is to analyze and strengthen the implementation of digital marketing strategies among morning MSMEs in Bukit Barisan Village, focusing on identifying influencing factors, adoption levels, and strategic positioning of selected business actors. The objectives include evaluating digital readiness, assessing internal and external business conditions using SWOT and 7P marketing mix frameworks, and examining the effectiveness of training and mentoring interventions in improving digital adoption among MSME actors.

The contribution and benefits of this research are expected to be both theoretical and practical. Theoretically, the study enriches the literature on MSME digital transformation in rural contexts by integrating behavioral and strategic marketing perspectives. Practically, it provides actionable recommendations for MSME actors, local governments, and stakeholders to design more effective digital empowerment programs. Ultimately, this research is expected to support sustainable MSME development, expand market access for local products, and strengthen economic resilience through inclusive digital marketing adoption.

METHOD

This service research used a descriptive qualitative approach, in which the collected data were presented in written sentences rather than numerical form. The data were obtained from primary sources, including questionnaires, direct interviews with morning craftsmen, and documentation. Additional data were collected through observations focusing on the optimization of digital marketing strategies, particularly at the Sifa Rasa Shop.

The observation technique consisted of internal and external observations. Internal observation was used to assess controllable aspects within the business, such as production processes, human resources, sales activities, and product innovation. External observation examined factors beyond the business's control, including competitors, consumers, technology and infrastructure, government or distributor support, and relevant regulations.

To assess business actors' awareness of digital marketing adoption, a post-socialization survey was conducted as part of follow-up mentoring activities. The implementation of the program was carried out through several stages: (1) identification of business actors, (2) training and socialization, (3) survey-based mentoring, (4) technical assistance in implementing digital marketing, and (5) evaluation of program implementation. The implementation flow is presented in Figure 1.

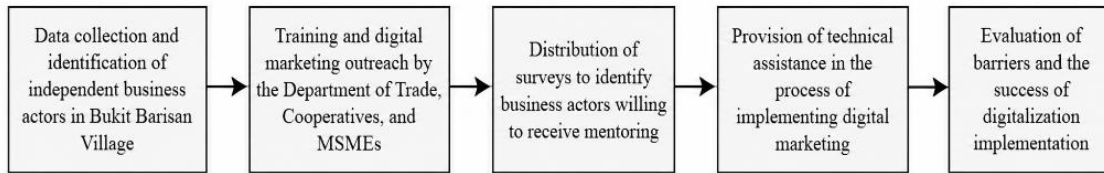


Figure 1. Flow of activities

This service research has been ongoing since data collection was carried out from June to July 2025. The location of the service was carried out in Bukit Barisan Village, Meriga District, Kepahiang Regency. The variables in this service consist of independent variables, namely awareness of the role of digitalization marketing and the related variables are the success rate of opening an account and managing online stores, as well as product promotion with strategies to implement digital marketing. The type of digital media for product promotion optimization can be through applications, such as: Instagram, Shopee, Tiktok. Here is table 1. schedule carried out during the series of activity processes.

Table 1. Comparison of MSMEs' daily income at the beginning and after revitalization

No.	Schedule	Activities	Objectives
1	16 June – 22 July 2025	Survey and data collection of MSME actors	Marning craftsmen in Bukit Barisan Village
2	July 23, 2025	Marketing Digitalization Training	Marning craftsmen in Bukit Barisan Village
3	July 23, 2025	Selection of business actors to be fostered	Marning craftsmen in Bukit Barisan Village
4	24 – 27 July 2025	Technical assistance in the implementation of digital marketing	Marning craftsmen in Bukit Barisan Village
5	July 28 – August 5, 2025	Evaluation of the implementation of marketing digitalization	Craftsmen who are willing to be fostered, especially the owners of <i>Sifa Rasa Shops</i>

The analysis technique used to assess the implementation of digital marketing strategies at Toko Sifa Rasa is using marketing mix and SWOT analysis. Marketing mix is a tool to market products optimally and optimally using the 7P concept, namely: product, price, place. people, process, and physical evidence (Rosdiana et al., 2023). In addition, SWOT analysis is also needed to determine the goals of the marketing strategy in a business agency to increase existing business opportunities. SWOT analysis is used as the basis for a product marketing strategy framework by making a list of strengths, weaknesses, opportunities, and challenges. This SWOT theory develops into 2 components of environmental analysis, namely: the internal environment which includes the pillars of strength and weakness and the external environment which includes the pillars of opportunity and challenge. The four pillars of SWOT analysis are used to determine how or strategy to face challenges and competition in the global market (Indah, 2015).

RESULTS AND DISCUSSION

The Level of Awareness of Marketing Digitalization for Marning Artisans

The following is a visualization of *pie chart* diagrams that show the interest and implementation of digitalization by 22 marning business actors:

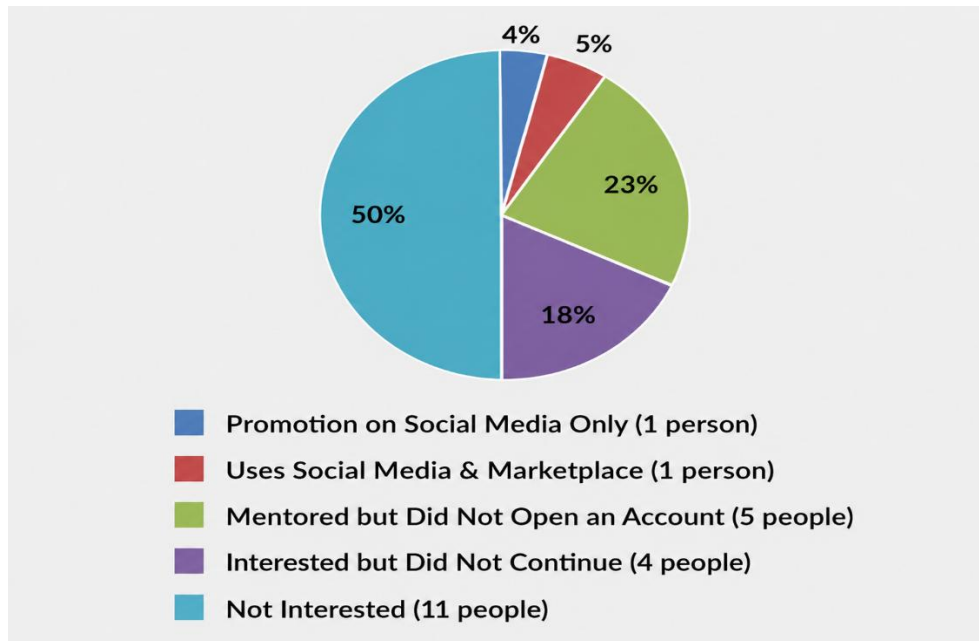


Diagram 1. Percentage of Interest and Implementation of Digitalization by Business Actors (n = 22)

Based on the results of surveys and interviews with village heads and local residents, it was found that there were a total of 22 MSME actors in the village. The invitation in the form of an invitation letter that was disseminated only involved 11 respondents of marning business actors who participated *in workshop* activities presented by the Department of Trade, Cooperatives, and SMEs. Although only half of the marning artisans show interest in the activity, a small percentage of the marning artisans are willing to be mentored directly by the researcher. Half of the business actors have not shown readiness or interest to adopt technology in product marketing. Eleven marning business actors who listened to the presentation of the material during the training provided responses through the final survey for coaching and the results were 7 people interested in technical assistance and the remaining 4 people were not interested in further assistance.

Technical assistance is carried out directly by researchers through *door to door*. Based on the gains obtained during the coaching, the marning business actors who really realize the digitalization of marketing for their products are 2 marning craftsmen and 5 other marning craftsmen who are only willing to be coached orally but are not ready to implement marketing using *digital media*. An evaluation of 2 marning artisans who are trying to implement digital marketing shows that 1 store is only willing to use social media (*Instagram*) as a promotional activity, while 1 other store successfully uses social media (*Tiktok* and *Instagram*) and actively sells through *marketplaces* such as *Shopee*. The overall percentage of interest and *implementation of digital marketing* in Bukit Barisan Village can be presented in full in

diagram 1. The results of the training activities attended by 11 people showed that the level of awareness of business actors towards digitalization is still limited.

Analysis of Factors Inhibiting Digital Marketing Implementation

The supporting data was collected based on interviews with marning business actors in Bukit Barisan Village who participated in marketing digitalization training. Based on the statements delivered by the marning craftsmen, the following table and diagram analysis of factors that hinder the implementation of marketing digitalization:

Table 2. Factors Inhibiting Marketing Digitalization

No	Inhibiting factors	Maximum amount	Quantity	Percentage
1.	Time limitations	11	2	18%
2.	Low digital literacy	11	9	82%
3.	Pessimism due to age and education	11	9	82%
4.	Lack of enthusiasm from the younger generation	11	8	73%
5.	Limitations of legality and product certification	11	10	91%
6.	Product packaging problems	11	8	73%
7.	Infrastructure limitations	11	0	0%
8.	Attachment to the traditional system	11	10	91%
Average score			7	64%

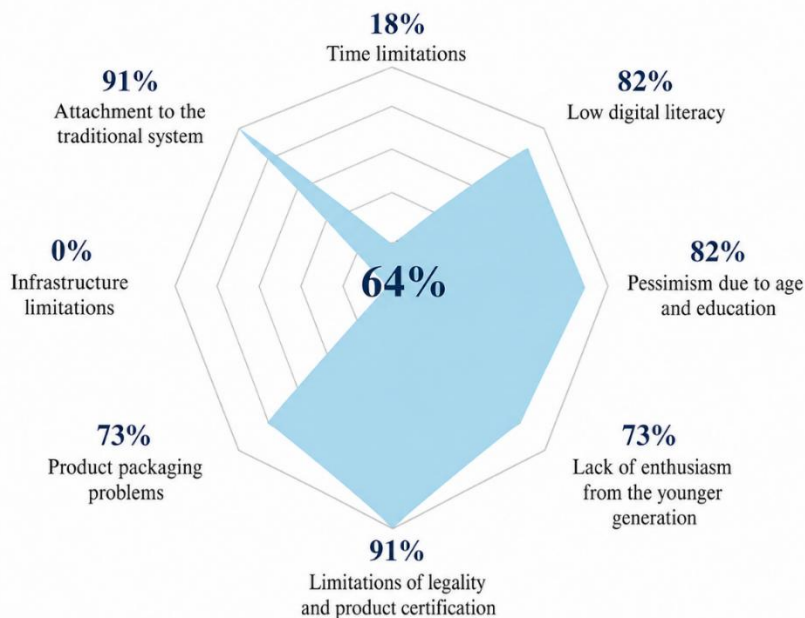


Figure 2. Spider Chart Factors Inhibiting Marketing Digitalization

The data presented in table 2. and figure 2. illustrate the analysis of the number and type of inhibiting factors that cause MSME actors in Bukit Barisan Village to be reluctant to implement digital marketing. The analysis of the types of inhibiting factors obtained from interviews with marning business actors is the limitation of legality and product certification, as well as attachment to the offline sales system. Certifications or labels such as Household Industry (IRT), halal, and the Food and Drug Control Agency (BPOM) for some marning still do not meet the proper criteria or requirements, so many business actors are hesitant to sell

their products to the *marketplace*. MSME products that already have a license or legality have a competitive advantage in the market and consumers tend to put more trust in products that are more secure and safe to consume or use (Sumarni *et al.*, 2024; Rahmawati *et al.*, 2024). In addition, the dependence on customers continues to make business actors increasingly rely on traditional sales systems and *all-digital* sales demand the availability of production and delivery in a quick response time. Therefore, marning business actors feel comfortable with old sales patterns that have been proven to have buyers and do not need to busy their daily routine with product promotions or *shipping packaging*.

Another of the most difficult difficulties faced by the average MSME manager in Bukit Barisan Village is pessimism in using *digital* media due to the factors of old age and low literacy education, especially in this field. The best thing that needs to be done if business actors have limited skills to manage accounts or *online* stores is to provide prospective young generations who can carry out tasks in this field. Unfortunately, the enthusiasm of young people from business actors is low to continue their family business. Although business actors have infrastructure that can support *online* sales, the success of the store's *digital marketing strategy* also depends on the potential and skills of human resources (HR), if human resources are not competent in optimizing the performance of product marketing management, the level of business success will be difficult to achieve (Miranti, 2025).

Among the 11 business actors who are interested in doing online sales are those who have souvenir packaging, packaging with attractive *branding* tends to attract consumers to buy their products as souvenirs. On average, business actors sell marning in the form of kilo packaging or sacks to their regular customers and often there is no packaging *branding* so that business actors feel that their target product is not suitable for retail sales or modern storefronts. Then, other challenges that are rarely complained about are the limited time to manage *online stores* and inhibiting factors such as the lack of facilities or infrastructure to support digital sales *are* almost never heard of by marning business actors in Bukit Barisan Village. Based on the results of figure 2. shows that the average percentage of factors that hinder business actors from developing product marketing digitalization is 64%. The percentage value that exceeds half a percent illustrates the limitations or difficulties that still dominate MSME actors in Bukit Barisan Village.

Marketing Mix of Marning Business in Bukit Barisan Village: *Sifa Rasa Shop*

The analysis of *the marketing mix* in one of the marning business actors, namely *Toko Sifa Rasa* applies a *digital marketing strategy* that can be analyzed using the 7P marketing criteria.

1. Product

Sifa Rasa Shop sells local culinary marning in Bukit Barisan Village with various flavor variants, such as cheese, chocolate, *original*, savory, spicy, and balado. The advantages of the local corn used make the texture of marning not hard like marning sold in general. In addition to selling processed marning, the storefront also sells a variety of various local snacks such as corn flakes, banana chips, peanut skins, and peanut peels. The packaging of marning products is considered to have a logo, weight description, expiration date, processed composition, and legality permits in the form of halal labels and IRT. The packaging of marning products is also so attractive with the safety of the packaging in the form of *zip-lock*. Varied flavors and safe

product packaging equipped with licensing are the store's advantages to develop digital and global marketing.

2. Promotion

The activity to introduce products to consumers carried out by Toko Sifa Rasa was initially *man to man*. The farthest marketing is shipping to Singapore and inter-island shipping has also been carried out by business actors, including: Java and Kalimantan. The promotion carried out by *Toko Sifa Rasa* uses a product *review* approach from consumers that provides a *rating* of the point of sale on *Google Maps*, so that this rating can attract the interest and trust of online buyers. Before participating in the training, it was difficult for business actors to switch to *online promotion* and product advertising in the *marketplace*. Fortunately, these difficulties can be overcome during the implementation of marketing digitalization training and assistance.

3. Price

The price of marning marketed by *Toko Sifa Rasa* offline and *online* is different. The sale of products displayed in store windows is cheaper than those sold in the *marketplace*. This is because there are discounts in the form of tax fees, marketplace admins, and other shipping costs, so an increase in the price of marning sales is needed in order to maintain the stability of *business profits*. However, the increase from the original price of marning sold in stores is still affordable by consumers and proportional to the quality of the product so that the store is able to compete in price with other online marning business actors.

4. Square

Sifa Rasa Shop is located in a residential area that is not crowded enough. However, the disadvantage of the location is that it is not strategic for a shopping location. This obstacle from a less strategic location is overcome by providing a *barcode* of store location via *Google Maps* on product packaging. Then to enlarge the scope of marketing, business actors learn to use *digital* media to send goods as well as promote marketing through applications, such as: *Instagram, Facebook, Whatsapp, and Tiktok*.

5. Process

The quality of service from *Toko Sifa Rasa* is very fast and the response to customers is also good, namely by serving the requests or orders of each consumer through *offline* and *online* payment transactions. Payment services using QRIS at the store can be done easily. The advantages of a complete and efficient store service in making payment transactions attract people's attention to shop without obstacles.

6. People

The consumers who are the target of *Sifa Rasa Shop's marketing* are young people and the elderly. Original marning flavor variants and savory onions are more in demand by adults than young people who like flavor variants, such as: cheese, chocolate, and balado. The processing of marning usually uses employees when more production is needed to meet buyer demand, especially employees in the store who are assigned to package product packaging. The business actors of *Toko Sifa Rasa* have a good relationship with employees and closeness to customers by often *following up* with buyers every time they produce new types of processed food or provide korting to consumers *online*.

7. Physical evidence

Evidence of digitization of product marketing implemented by *Toko Sifa Rasa* both online and *offline*, as well as facilities that can be seen through images or visualizations presented as follows:



Figure 3. Marketing Digitalization Training Activities at Bukit Barisan Village Hall



Figure 4. Marketing Digitalization Development Activities at *Sifa Rasa* Stores



Figure 5. *Sifa Rasa* Shop Buildings and Facilities

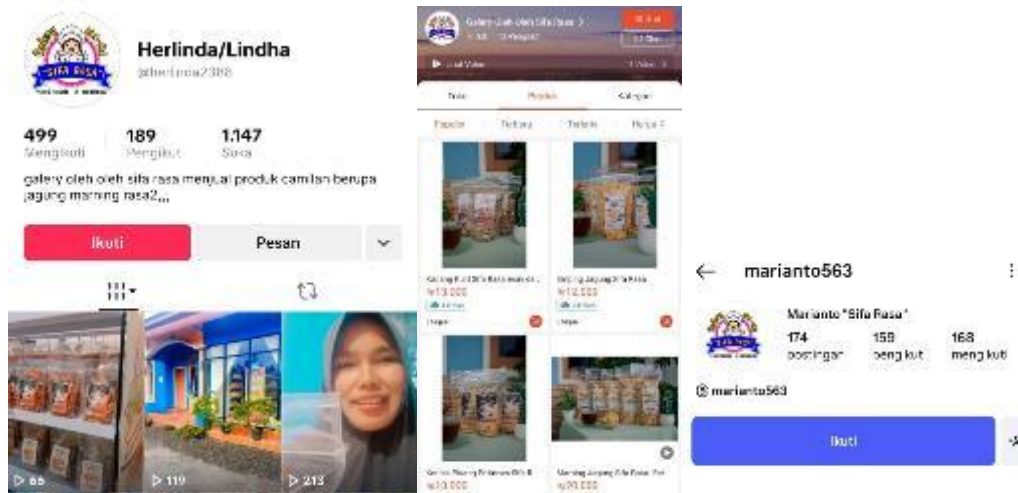


Figure 6. Implementation of *Digital Marketing of Sifa Rasa Stores* through social media or marketplaces such as *Tiktok, Shopee, and Instagram*

SWOT Analysis of *Sifa Rasa Shop*

Then, the results of this service research specifically also analyzed one of the marning business actors in Bukit Barisan Village, namely *Toko Sifa Rasa*. The SWOT analysis obtained based on observations and interviews with business actors is presented in the form of the table below:

Table 3. SWOT Matrix of *Sifa Rasa Shop* in Bukit Barisan Village

Internal/External Factors	Strength	Weaknesses
	<ul style="list-style-type: none"> • Quite competitive price • Quality and diverse product quality • <i>Brand image</i> is pretty good • Fast and efficient service 	<ul style="list-style-type: none"> • Management skills are not yet organized • Limited production scale • Less strategic location • Labor limitations
Peluang (<i>opportunities</i>)	SO (<i>strengths-opportunities</i>)	WO (<i>weaknesses-opportunities</i>)
<ul style="list-style-type: none"> • Information technology application providers and <i>marketplaces</i> available • Adequate capital and facilities • Increasing government attention to MSMEs • Have product legality 	<ul style="list-style-type: none"> • Utilizing quality, diverse, and legality products to increase marketing reach through <i>the marketplace</i> • Improve <i>brand image</i> through <i>digital promotion</i> • Utilize sufficient capital to strengthen <i>the store's marketing and branding</i> system • Optimizing services through information technology or applications to reach a wider range of customers 	<ul style="list-style-type: none"> • Participating in business management training so that financial management is more structured • Leveraging technology to overcome distribution limitations • Using marketplaces to overcome workforce limitations • Increasing competitiveness through digitalization as a marketing strategy to cover limited production scale
Threats	ST (<i>strengths-threats</i>)	WT (<i>weaknesses-threats</i>)
<ul style="list-style-type: none"> • People's purchasing power is declining • A large number of traditional competitors • New e-commerce 	<ul style="list-style-type: none"> • Maintaining the quality of products to remain superior in the midst of trade competition • Offering competitive prices in services to offset the decline in people's purchasing power 	<ul style="list-style-type: none"> • Perform cost efficiency to deal with fluctuations in demand and low purchasing power • Improve management skills and workforce recruitment

<i>competitors emerge</i>	<ul style="list-style-type: none"> • Increase customer loyalty through online communication • Using legality and <i>brand image</i> as added value in the event of a price war 	<ul style="list-style-type: none"> as demand increases • Increase store visibility through <i>digital platforms</i> • Reduce reliance on traditional sales
---------------------------	--	---

The following is an analysis of internal factors and external factors on the implementation of *Sifa Rasa Shop's* product marketing strategy:

Table 4. Analisis Faktor Internal (IFAS)

Category	Factor	Weight	Rating	Shoes
Strength	Quite competitive price	0.14	4	0.55
Strength	Quality and diverse product quality	0.14	5	0.68
Strength	Brand image is pretty good	0.09	4	0.36
Strength	Fast and efficient service	0.14	5	0.68
	Sub Total Strength	0.50		2.27
Disadvantages	Management skills are not yet organized	0.14	4	0.55
Disadvantages	Limited production scale	0.09	3	0.27
Disadvantages	Less strategic location	0.14	5	0.68
Disadvantages	Labor limitations	0.14	3	0.41
	Sub Total Weaknesses	0.50		1.91
Total		1.00		4.18

Table 5. Analisis Faktor Eksternal (EFAS)

Category	Factor	Weight	Rating	Shoes
Opportunities	Information technology application providers and marketplaces available	0.13	5	0.65
Opportunities	Adequate capital and facilities	0.13	4	0.52
Opportunities	Increasing government attention to MSMEs	0.13	4	0.52
Opportunities	Have product legality	0.13	4	0.52
	Sub Total Peluang	0.52		2.22
Threats	People's purchasing power is declining	0.09	3	0.26
Threats	A large number of traditional competitors	0.13	4	0.52
Threats	New e-commerce competitors emerge	0.13	5	0.65
Threats	Price wars in the regular segment	0.13	3	0.39
	Sub Total Threats	0.48		1.83
Total		1.00		4.04

The following are the results of the SWOT diagram based on the results of IFAS and EFAS scores for determining the marketing strategy of *Sifa Rasa Shop*:

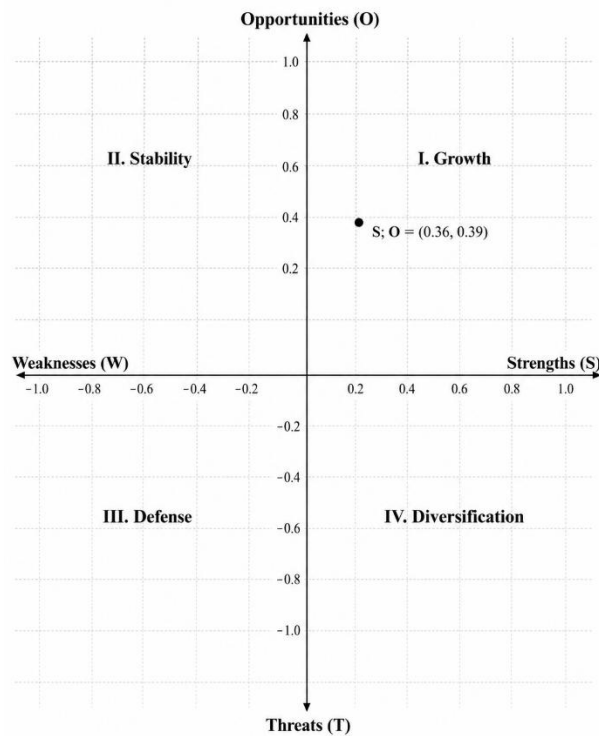


Figure 7. SWOT analysis diagram of *Sifa Rasa Shop Strategy*

Based on the visualization of figure 8. The SWOT diagram above shows that *Toko Sifa Rasa* is located in quadratic I with coordinates (0.36; 0.39). The coordinate point indicates that the store is in a challenging situation so that with the potential or strength it has, it should be able to optimally take advantage of the existing opportunities. That way, the right store strategy to be implemented in conditions like this is a *growth oriented strategy* (Indah, 2015). Equally high internal strength and external opportunities can be a step for stores to expand their distribution network through *digitizing online* and *offline marketing*, creating product innovations, and maintaining product quality and image when there are opportunities in the form of training from the government in the field of MSMEs and *the Go Digital Go Global* trend.

CONCLUSION

In conclusion, the implementation of digital marketing among marning MSMEs in Bukit Barisan Village remained at an early and transitional stage. Most business actors continued to rely on traditional marketing systems, resulting in limited market reach and low digital engagement. However, the intervention through training and mentoring activities demonstrated that digital marketing adoption could significantly improve product visibility, consumer trust, and market expansion when properly applied. The SWOT and marketing mix analysis of the *Sifa Rasa Shop* further confirmed that MSMEs with stronger branding, product legality, and an active digital presence had greater potential to compete in broader markets and achieve sustainable business growth.

For future research, it is recommended that studies focus on developing a more comprehensive digital transformation model for rural MSMEs by integrating behavioral readiness, digital literacy enhancement, and technology adoption frameworks. Further research should also employ mixed-method or longitudinal approaches to measure the long-

term impact of digital marketing adoption on sales performance and business sustainability. In addition, comparative studies across different rural regions or sectors are needed to strengthen generalizability and to identify more effective policy and training strategies for accelerating MSME digitalization in developing economies.

REFERENCES

- Agustika, S. (2022). Pelaku UMKM di Pangkalpinang optimalisasi go digital. *BabelNewsId*.
- Angeline, A., Allister, D., & Gunawan, L. L. (2022). Pengembangan UMKM digital sebagai upaya ketahanan bisnis pasca pandemi Covid-19. *Prosiding Serina*, 2(1), 85–92.
- Az-Zahra, P., & Sukmalengkawati, A. (2022). Pengaruh digital marketing terhadap minat beli konsumen. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 2008–2018.
- Deller, S. C., Lamie, D., & Stickle, M. (2017). Local foods systems and community economic development. *Community Development*, 48(5), 612–638.
- Gao, J., Siddik, A. B., Abbas, S. K., Hamayun, M., Masukujjaman, M., & Alam, S. S. (2023). Impact of e-commerce and digital marketing adoption on the financial and sustainability performance of MSMEs during the COVID-19 pandemic: An empirical study. *Sustainability*, 15(2), 1594.
- Indah, D. R. (2015). Analisis SWOT pada Saqinah Swalayan di Kota Langsa. *Jurnal Manajemen dan Keuangan*, 4(1), 279–293.
- Intan, N. (2024). Strategi digital marketing untuk meningkatkan kesadaran merek dan penjualan. *Jurnal Dinamika Sosial dan Sains*, 1(3), 200–204.
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2021, Juli 29). Dukungan pemerintah untuk mendorong UMKM go digital dan go global [Siaran pers HM.4.6/196/SET.M.EKON.3/07/2021].
- Miranti, J. (2025). Strategi digital marketing untuk meningkatkan penjualan UMKM melon golden dari Kota Cilegon melalui penguatan SDM dan ekspansi bisnis internasional. *Journal of Management and Social Sciences*, 4(1), 65–77.
- Novitasari, D., Goestjahjanti, F. S., Rahardja, U., Santoso, S., Sihotang, S. V., Santoso, N. A., & Cesna, G. P. (2025). Optimizing MSME performance through marketing capabilities and digital marketing adoption. *Proceedings of the 4th International Conference on Creative Communication and Innovative Technology (ICCIT)*, 1–7.
- Nurhavina, D. (2020). Empowerment of digital-based MSMEs in communities in the new normal era. *International Journal of Innovation Review*, 1(1), 61–70.
- Rahmawati, D., Meliana, M., Wahyuni, W. T., Maulidiyah, I., Saqila, E., Eilma, S., Fauziah, N., Nevy, B., Maulidiyah, M., Diana, S. N., Shabira, A. S., Seran, M., & Lovirna, F. (2024). Pentingnya izin PIRT bagi UMKM: Literature review article. *OBAT: Jurnal Riset Ilmu Farmasi Dan Kesehatan*, 2(1).
- Riskyawan, A. V., & Ervianty, R. M. (2019). Penggunaan media komunikasi pemasaran digital sebagai alat pencapaian kesadaran merek pada produk Kitchenindo. *The International Journal of Applied Business (TIJAB)*, 3(1).
- Rosdiana, N., Lubis, F. A., & Harahap, R. D. (2023). Analisis strategi marketing mix pada Toko Gopek Fashion. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi dan Perbankan Syariah*, 8(3). <https://doi.org/10.30651/jms.v8i3.20693>
- Setiawan, R., Prasetyo, P. T., & Yuniawan, A. (2025). Digital marketing strategy for

- sustainable performance of MSMEs: Literature review. *Research Horizon*, 5(1), 33–46.
- Sharabati, A.-A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The impact of digital marketing on the performance of SMEs: An analytical study in light of modern digital transformations. *Sustainability*, 16(19), 8667.
- Steinmayr, R., Wirthwein, L., Modler, L., & Barry, M. M. (2019). Development of subjective well-being in adolescence. *International Journal of Environmental Research and Public Health*, 16(19), 3690.
- Sumarni, S., Budiman, A., Wulandari, A., Anjosia, A., Nurjanah, I., Rionaldi, A., Yasmin, A., & Bilkis, A. N. (2024). Sosialisasi digitalisasi branding pada UMKM Desa Kedondong. *Bagimu Negeri: Jurnal Pengabdian Kepada Masyarakat*, 8(2), 187–203.
- Suprianto, K., Suryaningsih, & Irsang. (2025). Analisis pengaruh digital marketing terhadap peningkatan penjualan hasil industri rumahan Desa Samataring Kec. Kelara Kab. Jeneponto. *Jurnal Manajemen, Akuntansi, dan Bisnis*, 3(1). <https://doi.org/10.56314/jumabi.v3i1.279>
- Tresnasari, R., & Zulganef, Z. (2023). Increasing MSME performance through institutional strengthening, entrepreneurship, and digital marketing. *International Journal of Research in Community Services*, 4(1), 11–17.
- Yanto, Y., & Aprilian, R. I. (2023). Dampak pemasaran digital terhadap kesadaran merek pada UMKM di Kota Pangkalpinang. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(3), 477–489.