

Digital Marketing Strategy Of Msmes During The Covid-19 Pandemic

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Abstrak

Penelitian ini fokus membahas bagaimana peran digital marketing sebagai strategi pemasaran bagi Usaha Mikro Kecil dan Menengah (UMKM) melalui konsep pemberdayaan ekonomi kerakyatan. Karena UMKM adalah sektor ekonomi masyarakat yang menjadi benteng menghadapi krisis. Oleh karenanya perlu strategi inovasi dalam mengembangkannya. Strategi ini merupakan langkah adaptasi untuk dapat bertahan dan bertransformasi menjadi UMKM unggulan di era revolusi industri keempat dan di masa pandemi. Covid-19. Penulisan artikel ini menggunakan penelusuran literatur dan memaknainya secara objektif melalui analisis masalah yang mendalam. Penulisan dengan metode kualitatif dapat menunjukkan interpretasi yang merupakan produk atau konsekuensi logis dari data yang diperoleh selama penelitian. Hasil penelitian menjelaskan bahwa pemasaran produk digital memberikan pelanggan kaum muda untuk memperoleh informasi tentang suatu produk dan dapat bertransaksi berbasis internet. Penjual dapat memantau perkembangan pasar, memperoleh informasi tentang kebutuhan, dan keinginan calon pelanggan. Selain itu, pemasaran digital lebih efektif dan efisien tanpa perlu sering melakukan mobilisasi.

Kata Kunci: *Covid19; Pemasaran Digital, Pemasaran; Bisnis; UMKM*

Abstrack

This study focuses on discussing the role of digital marketing as a marketing strategy for Micro, Small and Medium Enterprises (MSMEs) through the concept of empowering the people's economy. Because MSMEs are the economic sector of the community which is a stronghold in facing the crisis. therefore need an innovation strategy in developing it. This strategy is an adaptation step to be able to survive and transform into leading MSMEs in the era of the fourth industrial revolution and during the pandemic. Covid-19. The writing of this article uses literature search and interprets it objectively through in-depth problem analysis. Writing with qualitative methods can show interpretations which are a product or logical consequence of the data obtained during the study. The results of the study explain that digital product marketing provides young customers with information about a product and can make internet-based transactions. Sellers can monitor market developments, obtain information about the needs and wants of potential customers. In addition, digital marketing is more effective and efficient without the need for frequent mobilization.

Keywords: *Covid-19; Digital Marketing, Marketing; Business; MSMEs*

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INTRODUCTION

The function of Micro Small and Medium businesses (MSMEs) as economic drivers is very big, where the Indonesian enterprise international is presently nevertheless ruled by using MSMEs. The quantity of these corporations reached more than 26 million agencies or ninety-eight. Sixty-eight percentage of the entire nonfarm enterprise in Indonesia. This commercial enterprise is likewise able to soak up the employment of greater than fifty-nine million human beings or approximately 75.33 percentage of the total nonfarm staff (Bureau of statistics, 2022). there are many blessings of MSMEs, particularly First, typically produce purchaser goods and services that are near the needs of the network. Second, do not rely upon imported raw substances and better make use of neighborhood resources each in terms of human sources, capital, raw materials, and system. Finally, the use of its own capital or not supported by means of loans from banks (central Bureau of facts, 2022).

The present day Covid-19 pandemic will necessarily influence numerous sectors of the economy. There are 3 implications for Indonesia associated with the Covid-19 pandemic, namely the tourism, trade, and investment sectors. Indonesia that is ruled via the lifestyles of MSMEs because the spine of the countrywide financial system is also critically affected now not handiest within the general thing of manufacturing and trading however additionally at the number of employees who need to lose their jobs due to this pandemic (Pakpahan, 2020). Based on the effects of the Survey of enterprise Actors conducted by way of the primary information employer in December 2021, eighty-four. 20 percentage of MSMEs experienced a decrease in earnings (important Bureau of facts, 2022). Consistent with the Ministry of Cooperatives and SMEs there are approximately 37,000 Small and Medium organizations who record that they're affected very significantly with this pandemic marked about fifty-six percentage pronounced a decrease in income, 22 percentage mentioned problems within the financing component, 15 percentage mentioned on items distribution problems, and four percentage stated problem acquiring uncooked materials (Joko & Tegor, 2019; Yusmalina et al., 2021).

Within the aspect of household intake, people's energy has decreased significantly due to the enactment of massive-Scale Social restrictions (PSBB). Most people will withhold their intake due to the fact they may be very cautious approximately coping with their economic fees due to the uncertainty of whilst this pandemic will stop. This further leads to a lower in humans's shopping electricity of customer goods and puts stress at the manufacturer and supplier facet. Mainly the component of MSMEs, the lifestyles of this pandemic brought on a lower in overall performance in terms of call for (consumption and purchasing power of the community) which ultimately had an impact at the supply side, namely the termination of labor members of the family and the threat of terrible credit bills. This condition will disrupt financial activity, especially production, distribution, and sales will experience disruptions that in the end make contributions greater deeply to the performance of MSMEs and the country wide economy.

Digitization has grow to be a part of modern daily routine; it paperwork a pattern of interplay in which purchasers and corporations interact with every different. Digitalization, specially social media, has been claimed to alternate client behavior with devastating results for groups, products, and brands (Muntinga et al., 2011). The fast development of era, the digital global and the net definitely additionally

has an effect on the arena of advertising. advertising tendencies within the global are moving from the authentic conventional (offline) to virtual (on line). This digital advertising method is more potential as it allows ability clients to acquire all forms of facts approximately merchandise and transact over the internet. Customers are increasingly spending time online and the use of social media to look for facts associated with goods and methods of transaction (Himawan, 2019). Particularly within the current pandemic duration, wherein the enactment of social distancing regulations that are then changed to those that require dealers and consumers can't transact at once.

Virtual advertising is a promotional and marketplace-sustaining hobby thru digital media online by way of utilizing various manner consisting of social networking. Digital marketing is presently seen as an interactive and included advertising and marketing answer facilitating interaction among producers, marketplace intermediaries, and purchaser scalpers. On the one hand, virtual marketing makes it less complicated for businesspeople to monitor and offer all the needs and wants of prospective purchasers, then again potential clients also can find and get product records just by browsing the virtual global to facilitate the hunt technique. Consumers are actually increasingly more unbiased in making buying decisions based on their seek consequences. digital advertising can reach all communities wherever they're without any more geographical or time restrictions. Literature shows that digitalization in diverse paperwork is definitely associated with the growth of small corporations, performance, and competitiveness. virtual advertising and social media provide possibilities for small organizations to attract new customers and attain present customers greater efficaciously.

Digital Advertising and Marketing

The term digital-based totally advertising and marketing has developed from the start of advertising and marketing activities of goods and services that use virtual channels to a broader knowledge of digital channels. The technique of obtaining consumers, building consumer preferences, promoting brands, nurturing purchasers, and increasing income. Virtual marketing is a new technique to advertising, no longer simply conventional advertising and marketing pushed by using the digital element. digital marketing has its very own traits and dynamics, which have to be understood on the way to pick effective marketing strategies and techniques. in keeping with the yankee advertising association (AMA) is an activity, institution, and method facilitated through digital era in growing, communicating, and conveying values to purchasers and involved parties. Consistent with Purwana et al., (2017) provide an explanation for that virtual advertising and marketing as an exploitation of virtual technologies used to create a channel to attain capability clients to gain corporate desires through assembly more effective patron wishes. digital marketing is also defined as a advertising and marketing interest that uses net-primarily based media (Purwana et al., 2017). It may be concluded that digital advertising is the system of advertising sports (developing, communicating, conveying, and exchanging) items and services that use internet-based generation centers.

The net is a should, just as we devour where at any time and wherever the location will treat the net as an responsibility. The net is an influential tool for groups. The primary characteristics of the net is an ability to reveal the interconnectivity,

heterogeneity, unique identification, intelligence, dynamic adjustments, self-adapting, sensing, power, architecture, scalability, safety and reliability (Licite-Kurbe & Chandramohan, 2020; Patel et al., 2016).

Purwana et al. (2017) divide social media into two organizations in step with the primary nature of connection and interplay: 1) Profile-based totally, i.e. social media based on profiles that focus on individual members. This institution's social media encourages connections that occur because individuals are interested in the consumer (e.g. facebook, Twitter, WhatsApp). 2) content material-based, which is social media that makes a speciality of content, discussion, and comments on the content displayed. The principle cause is to connect an person with a content material provided by a particular profile because that person likes it (e.g. Youtube, Instagram, Pinterest).

Elena says electronic media isn't always only a fashion, but a resolutioner approach in business ideas. A few factors that toughen digital marketing is a digital commercial enterprise lasting 24 hours, wherever the location of prospective customers can access and vicinity orders, continuously increasing the quantity of prospective customers mechanically. some other comfort for customers to transport to online purchasing as it is simple to manual or evaluate from dealer one to its competitors. Conversely, manufacturers can tell on the identical time ship information to clients or who turn out to be dependable customers about new products or promo products (Sarbini, 2017). Social media has opened the door for organizations to talk with hundreds of thousands of people approximately their merchandise and has created new advertising opportunities.

People's Financial Empowerment

Empowerment indicates the efforts made to growth one's self-reliance, mainly in certain corporations who have a vulnerable financial system (Chayati et al., 2013). The primary targets of empowerment is to fulfill primary needs in order that humans not best have the liberty to provide reviews, but they can optimize efficient assets that may be used to boom profits. The concept of empowerment started to turn out to be a discourse of improvement while people began to impeach the meaning of improvement. In Europe, the discourse of empowerment emerged when industrialization created a ruling society of things of manufacturing and a society of employees who were controlled. In growing nations, the discourse of empowerment arises while improvement gives upward thrust to social interplay, financial inequality, degradation of herbal resources, and alienation of society from elements of production by means of the ruler. community empowerment refers to the manner of the warfare of the powerless to domesticate surplus value as their normative right, empowerment have to start from the household. Hence, the household empowerment does now not best involve sports that may be used to boom the achievement of simple wishes and situation for businesses, but additionally pertains to social, psychological and political aspects (Abrar-Ul-Haq et al., 2018).

Network empowerment is an attempt to provide power (empowerment) or strengthening to the network. Community empowerment is likewise interpreted as the potential of folks that warfare with the community in constructing the empowerment of the community involved that allows you to find new options in network improvement (Mardikanto, 2014). According to Margayaningsih (2016),

community empowerment is an attempt to enable and bathe the community completed with the subsequent efforts: 1) enabling, which is to create an environment or climate that lets in the capability of society to broaden. The place to begin is the introduction that each human being, each society has a ability that can be advanced. Empowerment is an effort to build that energy with the aid of encouraging, motivating, and generating recognition of its ability and striving to expand it. 2) Empowering, which is to increase its potential. Capacity with the aid of strengthening the potential or energy possessed by the network. This strengthening consists of concrete steps inclusive of the provision of diverse inputs and commencing get right of entry to to numerous possibilities which could make society greater empowered. 3) protecting, protecting pursuits by using growing a system of safety for groups which can be difficulty to development. inside the procedure of empowerment ought to be prevented the weak grow to be increasingly susceptible, due to the dearth of assist in going through the robust. protecting in this regard is visible as an try to save you the prevalence of unbalanced competition and strong exploitation over the vulnerable.

In the SMEs context, the practical moves of empowerment can be carried out with numerous emphasis. The look at conducted via Maksum et al. (2020) explained that the point of interest of empowerment in SMEs lies inside the use of new methods in fixing the issues they face. The impediment confronted by SMEs is the expansion of marketplace get right of entry to and could have an effect on the extent of welfare, so some researchers advise optimizing science and era (Hayatti et al., 2020; Maksum et al., 2020). In line with these studies, Maretha et al. (2020; Prohimi et al. (2021) found out that the empowerment of SMEs may be finished through collaboration between the government and related institutions, for example economic institutions that could make it simpler for SMEs to get admission to credit score and extend into marketing networks. To growth efficiency, collaborative efforts among SMEs and numerous parties are completed using records technology centers. further, the role of the government from the empowerment software for SMEs can be carried out within the shape of law, as an example putting numerous SMEs in a cluster (Prohimi et al., 2021)

METHOD

This study uses qualitative method with literature reviews. Literature assessment is a written precis of numerous articles, journals, books, and different documents that describe the kingdom of know-how within the beyond and present approximately a subject. Researchers used literature critiques to examine findings inside the observe with previous literature. This research gathers statistics from various assets wanted as a foundation in exploring how digital distribution techniques should be carried out through micro, small, and medium enterprises (MSMEs) to run the financial system inside the time of the Covid-19 pandemic.

DISCUSSION

The Role of the Government in the Survival of MSMEs in the Covid-19 Pandemic

The position of the authorities within the Survival of MSMEs in the Covid-19 Pandemic the superiority of Micro Small and Medium organisations (MSMEs) to the resilience of the Indonesian economy turned into obtrusive at some stage in the global disaster that befell both during the period 1997-1998 and within the years that followed. Inside the duration of disaster that took place round 2005 there has been a

slowdown in national economic conditions. As a result of this slowdown, Indonesia's monetary growth declined dramatically in 2006. The big decline become contributed with the aid of a deep decline in UMB GDP. on the opposite, the growth of UMK is pretty substantially elevated. at some point of the length 2009-2013, UMK GDP boom continued to growth from 3.87 percentage to six.02 percent. This growth outperformed UMB GDP which for the duration of 2011-2013 reduced from 7.53 percent to 5.55 percent.

The above conditions are inversely proportional to the contemporary Indonesian economy. The Covid-19 pandemic has saved Indonesia's economic growth at 5.32% (yoy) in the second region of 2020. weak public intake is still the principle reason of the contracting economic system. Most of the people will withhold their intake due to the fact they may be very careful about coping with their economic charges because of the uncertainty of while this pandemic will end. This without a doubt has an impact on MSMEs as economic drivers, in which the range of those companies reaches greater than 26 million groups or 98.68 percent of the whole nonfarm commercial enterprise in Indonesia.

The Covid-19 pandemic situation presents demanding situations in addition to possibilities for the government to preserve the life of MSMEs. This is where the position of the kingdom is needed via various rules to shop monetary boom. according with the goals of the economic empowerment of the network, the guidelines taken by using the authorities have the intention of the welfare and prosperity of the human beings. The coverage in the context of saving MSMEs may be completed in the goal time with all the challenges and opportunities that exist. Challenges are interpreted, there desires to be a short-time period technique to assist MSMEs and workers who're participants of it. possibility is interpreted, quick-term solutions want to be persisted with lengthy-term solutions specifically if they're associated with the economic generation four.0 that requires the provision of digital technology to aid economic activities.

The short-time period solution that has been completed via the authorities is the countrywide monetary recuperation software, which turned into released with the aid of the government thru government law No. 23 of 2020 signed by means of President Joko Widodo on may additionally 9, 2020. The PEN program goals to move the economy, shield, maintain, and improve the monetary talents of enterprise actors, each in the actual region and the financial quarter, which includes micro, small and medium establishments (MSMEs). The authorities has budgeted a massive amount of Rp. 695.20 trillion for the price of dealing with Covid-19 which is divided into several sectors, namely for fitness, social protection, enterprise incentives, MSMEs, corporate financing, and neighborhood government. particularly for MSMEs, a finances of IDR 114.82 trillion become organized.

Related to assistance to MSMEs, two authorities organizations that deal immediately with MSMEs, particularly the Ministry of Cooperatives and Small and Medium firms (Kemenkop UKM) and the Ministry of industry (Kemenperin) have devised several techniques to slam MSMEs. Kemenkop UKM has supplied at the least 3 stimuli for MSMEs in this pandemic duration to keep the sustainability of MSMEs activities, specifically: loan reimbursement allowance, six-month MSMEs tax remedy, and cash transfer for micro-scale businesses. At the same time as the Ministry of enterprise plans to: provide low-interest loans (lower than interest prices for micro-corporations) to micro small and medium-sized organizations (MSMEs), connecting

MSMEs with on line generation stores to help with advertising and income MSME merchandise such as Tokopedia, Shopee, and Blibli, cooperate with nearby industries presenting raw substances for SME manufacturing functions, and cooperate with the Ministry of foreign Affairs and business Attaches out of doors the united states of america to continue the procedure of trade negotiations to hold exporting products produced through Indonesian SMEs (Pakpahan, 2020).

For lengthy-time period programs situation structural policies for lengthy-term pastimes. This coverage is not best used to save you the Covid-19 pandemic however additionally the economic generation 4.0 in the destiny. Overlaying brief-term regulations for MSMEs, specifically the introduction of digital era and schooling for MSMEs actors and people and lengthy rules for MSMEs to adapt to the usage of generation to manufacturing process, using virtual generation media to promote MSMEs products and discover ability markets for the products produced. Right here it is very urgent for help for MSMEs so that it will use e-commerce media (on line purchasing) to promote their merchandise. Statistics from the principal Bureau of data suggests that during 2018 best 3.seventy nine million MSMEs (or about eight percent) applied on-line systems to market their products. this example can be one way out to growth the variety of MSMEs utilizing on line platforms.

The authorities can begin by creating a roadmap for the development of MSMEs within the face of the economic four.zero generation beginning from retraining MSMEs workers to evolve to the use of new manufacturing technologies and digital generation, building telecommunication infrastructure and internet packages coming into villages, involvement of academia and important efforts in supporting the introduction and use of manufacturing era and digital media, as well as reviving the partnership software big enterprise and MSMEs. This structural policy is to assist the strengthening of MSMEs whilst helping the development of MSMEs within the industrial 4.0 technology.

Utilization Of Digital Advertising And Marketing By Way Of MSMEs Actors

Social media is defined as a collection of internet-primarily based packages that create the ideological and technological foundation of web 2.0 that allow the introduction and exchange of consumer generated content (Stockdale et al., 2012). Social media programs are available starting from on the spot messaging to social networking sites that offer users to have interaction, connect, and speak with each other. in keeping with Purwana et al. (2017; Wardhana (2015) determined that digital advertising and marketing strategies have an effect on up to 78% of the aggressive blessings of MSMEs in advertising their merchandise. The strategy consists of: availability of product data and product publications, photos consisting of snap shots or product illustrations, videos which can be able to visualize merchandise or show supporting displays, attachments to files containing statistics in diverse codecs, availability of on line verbal exchange with employers, transaction equipment and versions in fee media, assist middle and client services, on-line opinion help, testimonial perspectives, visitor information, special gives, the present day facts via SMS weblog, ease of product seek, capability to create logo visibility and cognizance, pick out and attract new customers and give a boost to emblem photograph popular through consumers.

Socialization of virtual advertising and marketing strategies within the form of social media usage could be very critical due to the fact it may provide know-how to MSMEs actors approximately approaches and stages in increasing client networks using social media in advertising their merchandise. to increase the aggressive gain for MSMEs themselves. Using digital advertising has several benefits, along with: 1) objectives can be arranged consistent with demographics, homestead, lifestyle, and even habits; short consequences are visible in order that entrepreneurs can take corrective movements or changes that aren't suitable; 2) fees are a lot cheaper than traditional advertising; 3) Wider reach as it is not geographically constrained; four) on hand at any time is not constrained in time; five) effects can be measured, for instance the number of web site visitors, the variety of clients who make online purchases; 6) The camp may be personalised; 7) Can engage or reach purchasers due to the fact conversation takes place directly and in each directions in order that the target market can be personalized; 7) Can have interaction or reach customers due to the fact verbal exchange happens immediately and in each directions in order that the target audience may be customized. We seeking to construct relationships and foster client agree with (Purwana et al., 2017).

Some of the benefits of digital marketing above, there are several disadvantages, specifically without difficulty imitated by means of competition; can be abused by way of irresponsible events; recognition turns into bad when there's a terrible response; now not every body uses net / virtual generation. Moreover, primarily based on research performed by using Stockdale et al. (2012) efficiently identified the enterprise cost of the usage of social media for MSMEs inclusive of: a) The advent of sustainable marketing channels; b) increase in short-time period revenue and lengthy-term sales; c) decrease in advertising and marketing/advertising prices by means of 70%; d) reduction in average advertising and marketing expenses; e) creation (comparative gain; f) Ease of promoting across social media structures; g) elevated reputation of brands and products; h) advent of organizations or groups to society.

CONCLUSION

Primarily based at the above evaluation it become concluded that virtual advertising lets in customers to achieve all facts approximately merchandise and transact over the internet and lets in sellers to screen and provide the wishes and goals of prospective buyers without time and geographical restrictions. The usage of virtual generation-based advertising and marketing principles becomes a hope for MSMEs to change into monetary powerhouses. The concept of digital advertising is likewise very appropriate for its application inside the current Covid-19 pandemic duration wherein huge-Scale Social regulations are imposed. MSME-based totally sales and buyers do not want to come back face to face to transact.

The role of the country as a regulator in efforts to control the capacity of MSMEs in the Covid-19 pandemic is also strongly felt by using MSMEs. For short-time period programs, the national economic restoration program is geared toward retaining human beings's purchasing power (client side) and direct cash assistance to the MSMEs area (manufacturer facet). This application has markedly improved monetary boom from the second region by way of - 5.32% to -3.49% inside the third zone of 2020. On the other hand, it have to be identified that there's nevertheless a whole lot of homework for the authorities, mainly inside the long-term software of optimizing MSMEs overall performance in Indonesia.

Strengthening the humans's financial system or empowering communities inside the economy, does now not suggest alienating massive entrepreneurs or powerful economic companies. because empowerment isn't denying the alternative however deliver electricity to every person. community empowerment inside the economic discipline is mutual strengthening, where the massive will handiest broaden if there are small and medium, and the small will increase if there are large and medium. high competitiveness only exists if there may be a link among the huge and the medium and small. because handiest with the interconnectedness of truthful production, efficiency will be built. consequently, via partnerships inside the subject of capital, partnerships within the production manner, partnerships in distribution, every celebration could be empowered.

Suggestion

Digital advertising and marketing is very strategic for MSMEs, of path, this need to begin from the MSMEs actor, at least by means of having a phone to support the advertising of his product. With the increasing and huge social media, it can help MSMEs actors to promote their merchandise, free of price with out advertising fees and others. For the development of the potential of MSMEs in the destiny, the government needs to cooperate with massive digital developers/systems/e-trade with the aim of accommodating MSMEs at the ladder industry degree. And no less critical is the systematic program and strategic plan for the development of human sources inside the framework of the financial improvement of the humans. Consequently, the development of human resources within the framework of the economic empowerment of the people, should be taken significantly. Because human sources are the maximum fundamental detail in strengthening the humans's economic system.

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