

IMPROVING THE LOCAL ECONOMY THROUGH EMPOWERING MSMEs IN DIGITAL MARKETING IN DOMBO VILLAGE, DEMAK

KMT Lasmiatun^{*1}, Andika Prasetyawan²

Universitas Muhammadiyah Semarang^{*1,2}

Email: lasmiatunmsi@gmail.com^{*1,2}

Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in stabilizing and driving national economic growth, particularly due to their contribution to employment, productivity improvement, and their ability to survive amid the dominance of large corporations. However, MSMEs still face significant challenges, especially in product marketing. One example is MSMEs in Dombo Village, Demak Regency, which face obstacles in marketing their products optimally. This study aims to improve the marketing capacity of MSME actors through the implementation of digital marketing strategies. The method used in this activity is a descriptive approach through community service activities, which consist of location surveys, MSME actor data collection, and the implementation of digital marketing workshops. The workshop was attended by 30 MSME actors and focused on the introduction and practical use of digital platforms as marketing media. The results of the activity showed that participants experienced an increase in understanding of digital marketing, as evidenced by their enthusiasm during the practical sessions and their commitment to applying digital strategies in marketing their products. The supporting factors for the success of this activity were the interest and need of MSME actors in marketing digitalization. The inhibiting factors were the short preparation time, which resulted in an incomplete data collection process for MSME actors. Overall, this activity provided tangible benefits for SMEs by equipping them with foundational knowledge of digital marketing as a relevant marketing strategy in the era of digital transformation.

Keywords: Digital Marketing, MSMEs, Products

Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki peran strategis dalam menstabilkan dan mendorong pertumbuhan ekonomi nasional, terutama karena kontribusinya dalam menyerap tenaga kerja, meningkatkan produktivitas, serta kemampuannya bertahan di tengah dominasi perusahaan besar. Namun demikian, UMKM masih menghadapi tantangan besar, khususnya dalam aspek pemasaran produk. Salah satu contohnya adalah UMKM di Desa Dombo, Kabupaten Demak, yang mengalami kendala dalam memasarkan produk secara optimal. Penelitian ini bertujuan untuk meningkatkan kapasitas pemasaran pelaku UMKM melalui penerapan strategi

digital marketing. Metode yang digunakan dalam kegiatan ini adalah pendekatan deskriptif melalui kegiatan pengabdian kepada masyarakat, yang terdiri atas survei lokasi, pendataan pelaku UMKM, serta pelaksanaan workshop digital marketing. Kegiatan workshop diikuti oleh 30 pelaku UMKM dan difokuskan pada pengenalan serta praktik penggunaan platform digital sebagai media pemasaran. Hasil kegiatan menunjukkan bahwa para peserta mengalami peningkatan pemahaman mengenai digital marketing, yang ditunjukkan dengan antusiasme dalam sesi praktik serta komitmen untuk menerapkan strategi digital dalam pemasaran produk mereka. Faktor pendukung keberhasilan kegiatan ini adalah adanya minat dan kebutuhan pelaku UMKM terhadap digitalisasi pemasaran. Adapun faktor penghambatnya adalah waktu persiapan yang singkat sehingga proses pendataan pelaku UMKM tidak maksimal. Secara keseluruhan, kegiatan ini memberikan manfaat nyata bagi pelaku UMKM dalam membekali mereka dengan pengetahuan dasar digital marketing sebagai strategi pemasaran yang relevan di era transformasi digital.

Kata Kunci: Digital Marketing, UMKM, Produk

INTRODUCTION

The development of digital technology has brought major transformations in various sectors of life, including the economic field. During the rapid flow of digitalization and globalization, the use of information technology has become one of the main pillars in increasing competitiveness and business sustainability, including for Micro, Small, and Medium Enterprises (MSMEs). MSMEs are the backbone of the national economy, which has been proven to be able to absorb large numbers of workers, support regional economic growth, and make a significant contribution to Indonesia's Gross Domestic Product (GDP). According to data from the Ministry of Cooperatives and SMEs, the MSME sector contributes more than 60% to the national GDP and provides more than 97% of jobs (Siregar dkk., 2023). MSMEs have flexible and adaptive characteristics, which make them more resistant to economic turmoil compared to large companies. In addition, MSMEs are often established on the initiative of individuals or community groups that are oriented towards strengthening the family and community economy. Therefore, the empowerment of MSMEs is not only about economic aspects, but also an effort to build social resilience of the community at the grassroots level.

However, behind their potential and strategic role, MSMEs still face various fundamental challenges, one of which is limitations in the marketing aspect. Many MSME actors, especially those in rural areas, have not been able to access or utilize digital technology optimally in marketing their products. They still rely on conventional means such as word-of-mouth marketing, direct sales at homes or stalls, and distribution through third parties whose scope is limited. This condition makes MSME products difficult to be recognized by the wider market and has an impact on low sales volume and stagnation of business growth. Dombo Village, Sayung District, Demak Regency, is one example of an area that has great potential in the development of MSMEs, but still faces various obstacles in marketing. This village is known to have various types of MSMEs, ranging from food and beverage businesses, handicrafts, furniture, confectionery, to service businesses. From the results of data collection by KKN-PPM students, it was recorded

that there are at least 30 active MSME actors in the village, with varied products and the potential to develop more widely if supported by the right marketing system.

The geographical condition of Dombo Village also affects the dynamics of existing MSMEs. Located in a coastal area prone to flash floods and in lowlands, the people of Dombo Village have to struggle to face environmental challenges that can disrupt their economic activities. However, this geographical location also provides potential for the fisheries and agriculture sectors that can be further developed. Therefore, efforts are needed that are able to increase the capacity of MSME actors, not only in production but also in marketing strategies that can adapt to market conditions and technological developments. Digital marketing is one of the relevant solutions to answer these challenges. Digital marketing allows business actors to reach a wider range of consumers, both domestically and abroad, at a more cost-efficient cost than conventional methods. Through social media, websites, marketplaces, and various other digital platforms, MSME actors can actively promote their products, build interaction with customers, and increase brand awareness. Digital marketing also provides analytical data that is useful for knowing consumer behavior and evaluating the marketing strategies used.

Figure 1. Geographical Location of the Village, Dombo Demak



Unfortunately, the level of digital literacy of MSME actors in Dombo Village is still relatively low. This causes them to have difficulty accessing new information and technology, and they are not used to using social media and digital platforms professionally. Therefore, it is necessary to make efforts to increase capacity through intensive training and mentoring, so that MSME actors can understand and implement digital marketing strategies well. As a response to these needs, a digital marketing workshop involving 30 MSME actors from Dombo Village has been held. This workshop aims to provide a basic understanding of the concept of digital marketing, how to use social media for promotion, and strategies for creating content that appeals to consumers. This activity is expected to be the first step in building awareness and the ability of MSME actors to adopt digital technology as part of their business activities.

In addition to providing technical training, this activity also aims to build a more adaptive and progressive digital entrepreneurship mindset. In the era of the digital economy, competition is no longer only based on products, but also on how those products are packaged, promoted, and reached by consumers. Therefore, MSME actors are required to be able to get out of their comfort zone and start daring to try new strategies that are more effective and efficient. This capacity-building effort is very important considering that digital marketing is not only a trend, but a basic need in the modern business ecosystem. Without the ability to market products digitally, MSMEs will find it difficult to compete, even in the local market. This is strengthened by the results of various previous studies that show that digital marketing has a significant impact on increasing sales and expanding the market reach of MSMEs (Santos dkk., 2022; Setyawati dkk., 2023; Sharma dkk., 2021).

In addition, digital marketing also allows for a two-way relationship between producers and consumers, which creates positive social interactions in the business context. Consumers are not only passive buyers, but can also provide input, reviews, and recommendations that are very valuable for business actors in improving the quality of products and services. This is in line with modern marketing principles that emphasize the importance of customer engagement and personalized marketing. However, in order for digital marketing strategies to be implemented effectively, MSME actors need to be supported by various parties, including local governments, academics, industry players, and the digital community. Continuous mentoring, access to technology training, and ease of digital infrastructure are the keys to the success of MSME digital transformation. Without this support, the potential of digital marketing will only become an ideal concept that is difficult to realize in the field.

In the context of Dombo Village, the development of digital-based MSMEs is very relevant to overcome geographical limitations and expand economic opportunities. With the increasing number of internet users and social media penetration among rural communities, digital marketing has become a strategic bridge between local products and the global market. Therefore, it is important to ensure that MSME actors have sufficient skills and access to make optimal use of these opportunities. Based on this background, this study aims to evaluate and examine efforts to increase the capacity of MSME actors in Dombo Village in utilizing digital marketing as a product marketing strategy. This research will explore the supporting and inhibiting factors in the implementation of digital marketing among MSMEs, as well as identify the direct impact of workshop activities on changes in business actors' marketing knowledge, attitudes, and practices. The results of this research are expected to be a reference for policymakers, MSME facilitators, and local communities in designing empowerment programs that are more targeted and sustainable. Thus, the digitalization of MSMEs is not just a transition from the old way to a new way of trading, but is a comprehensive transformation that touches on aspects of culture, knowledge, and local economic structure. This is a challenge as well as an

opportunity that must be responded to strategically so that MSMEs can grow into resilient, inclusive, and highly competitive economic actors in the digital era.

METHOD

The ABCD (*Asset-Based Community Development*) method, an alternative to community empowerment using assets, is used to carry out community service activities by prioritizing the use of assets and potential around the community for sustainable economic growth. This method focuses on establishing community independence through increasing income and improving welfare. Assets in this context mean the potential owned by the community itself, by using the potential or wealth owned by the community can be used as a tool to carry out empowerment programs (Mulyadi, 2012). This ABCD method has five key steps to carry out the service process, including:

1. Discovery (Starting Asset Research)

The discovery stage is a process to rediscover success carried out through interviews and direct observation to find out about the potential and assets owned by the community that have not been utilized optimally (Juniatmoko, 2019). To achieve this goal, we conducted interviews with the village head and his staff regarding the potential assets of Dombo Village, as well as with the general public. Because the majority of the residents of Dombo Village work as traders and farmers, 30 MSMEs can help improve the village economy.

2. Dream (Dream)

All people in the community must have hope. Dreams or dreams are the second stage of this research. This is done creatively and collectively by inviting groups of people to see, imagine, and dream things that are expected to happen in the future according to the expected future goals. MSMEs in Dombo Village hope to increase sales of their products after knowing the expectations of the surrounding community. However, they still struggle with digital marketing. There are several obstacles to starting a digital business, such as not knowing the market and feeling satisfied with selling products only in the village area. Efforts are made to improve the marketing of MSMEs in Dombo Village by introducing *Workshop Entrepreneurship* and *Capacity Building*, assisting MSMEs in using social media and Google Maps to market their products, assisting in the design of more attractive product labels, and assisting in creating attractive sentences (captions).

3. Design

At this stage, the researcher works with the community to search, record, and detail all the assets and components needed to realize the community's hopes or dreams. Preparing and strategizing is the first step that must be taken to achieve the expectations you want to achieve. One way to help MSMEs is to teach them about marketing literacy by conducting promotions to market their products in nearby stores and in stores. Not only that, but product marketing is also designed using social media. By opening a business on Shopee, Tokopedia, Facebook, and WhatsApp.

4. Define

At this stage, after discovering, dreaming, and designing together, the community begins to implement every plan that has been made in the previous stage. When a plan is started, it needs to be monitored regularly to ensure that it is running well. Once successful, the plan can bring progress to the community. One of the work initiatives to help MSMEs is *Workshop Entrepreneurship and Capacity Building*. In this workshop, marketing strategies and obstacles faced by MSMEs will be discussed to help their progress. In addition, after the workshop, we will assist MSMEs, assist them in marketing their products on social media, and help them register their address on Google Maps to facilitate purchases.

5. Destiny (Do)

The fifth stage of the ABCD method is the implementation of agreed actions to achieve the goal of utilizing community assets. In this stage, the actions that have been determined will be implemented, and mentoring activities will be monitored to ensure that the mentoring program is implemented correctly. What has been done can be studied and preserved so that MSMEs can advance the community's economy, and people can live peacefully and coexist with each other.

6. Reflection

At this point, the impact of KKN is to work with the community to develop existing assets in the village. For example, after socialization, small and medium enterprises (MSMEs) in Dombo Village will be assisted to register their products on business platforms such as Shopee, Tokopedia, Facebook, and WhatsApp if their products meet requirements such as halal certification and NIB. The hope is that these MSMEs can develop and increase the income of their citizens.

A total of 30 industrial MSME actors in Dombo Village were selected for PPM. These MSME actors have a variety of products, such as fruit chips and snacks, while some, such as culinary, handicrafts, creative goods, and fashion. This digital marketing training activity was carried out because several MSMEs faced similar problems, namely, marketing problems that were not broad enough. This activity aims to encourage MSMEs and improve the village economy. By bringing in representatives of MSMEs, this Community Service activity was held offline at the Dombo Village Hall, Demak, on August 24, 2024, from 19.00 to 21.00 WIB. After the delivery of the tutor's material and video, the training begins with material on media, such as media that can be used in online marketing and modern branding standards. Then, the material continued by motivating MSMEs who are still pioneering businesses or even providing broader insights into digital marketing, which greatly affects the progress of MSMEs.

RESULTS AND DISCUSSION

One of the asset-based community empowerment initiatives began with the intervention of assets owned by the Dombo Village Community. According to observations and

interviews with the Head of Dombo Village, there is potential that can be used to improve the welfare of the local community. Therefore, we designed a work program for socialization and training in community economic development through the empowerment of MSMEs in digitalization (Aditya dkk., 2024). The purpose of this work program is to provide knowledge and training to MSME actors so that they can develop their businesses better through the development of digital marketing. This will encourage the community's economy to rise and keep up with the current entrepreneurial developments.

In this case, assets can be defined as everything that is owned, managed, and used by the village to achieve the state's goals, which is to prosper the community. Village wealth has the same meaning as village wealth, which has the potential to be utilized by every member of society. Village assets include agricultural assets, plantation assets, livestock assets, home industry assets, tourism assets, infrastructure assets, arts and sports assets (Rahayu dkk., 2023). As digital technology develops, the role of digital marketing strategies can become very important. Because e-commerce can reach all over the world, the products sold become more well-known to many people. E-commerce can be defined as a dynamic set of economies, applications, and business processes that connect companies, consumers, and certain communities through electronic transactions and trade in goods/services and information carried out electronically (Devi & Simarsoit, 2020). The application of e-commerce can be done through the Shopee, Tokopedia, and other applications. The use of e-commerce is expected to increase sales of MSMEs in Dombo Village, including rambak crackers, study table production, chocolate bananas, and others.

After seeing the potential of MSMEs, which have many opportunities if managed and managed properly, this workshop was held. The workshop focused on MSME strategies in digital marketing. Social media serves as the starting door for digital marketing to market products by collaborating with application-based purchasing services. Applications make it possible to expand the market reach and become an important medium for communicating with customers. If you are promoting a product, you must pay attention to the marketing terms so that you can get more customers and make transactions. To win the competition, use a targeted marketing strategy that takes into account the quality, price, and competitiveness of the products it produces.

A total of 30 MSME actors attended this workshop. In addition to learning about digital marketing, we also teach MSME actors how to sell their goods through marketplaces and social media. This training was carried out with the aim of providing knowledge to the people of Bulaksari so that they could expand and improve their businesses. After the training, the first step is to create attractive business logos and labels so that consumers can know the product. After that, create an account on marketplaces such as Shopee, Tokopedia, and WhatsApp to help. After the mentoring and training activities, participants were very interested in digital marketing training. In addition, the course participants have never participated in digital marketing training like this, so the

knowledge they provide is completely new and useful to generate profits for businesses in the future. After conducting socialization and training, MSMEs began to develop, one of which is the development of marketing in the market, which allows business actors to market products and consumers to buy the products they want. Currently, MSMEs help the community's economy. Based on our observations of MSMEs in Dombo Village, we have taken several steps to strengthen and provide MSME knowledge, namely:

1. Maximum use of technology

Technological developments continue to increase along with human needs, including in the economic or business fields. Maximum use of technology is needed to provide a better picture of the appropriate and useful use of technology. In this case, we help register small and medium enterprises (MSMEs) through online stores such as Shopee, Tokopedia, and others

a. Improving the Community's Economy Through Digital Media

One way to improve people's economies through digital media is that when digital advertising is used to sell products, its reach is only at the village level, but now it can reach people all over the world. It is very clear from this experience that marketing through digital media is more effective and able to improve the community's economy in terms of marketing.

b. Improving the quality of human resources

Human resources are the most important asset in the development of a nation. For small and medium enterprises (MSMEs), qualified human resources are needed, which is an absolute requirement in any field. We held a workshop on community economic development through empowering MSMEs in digitalization as part of improving the quality of human resources. In this activity, MSME actors gain knowledge about marketing, graphic design, halal certification licensing, and NIB (Business Identification Number), so that they can accelerate their business. Many of them are already registered with halal and NIB certifications. The implementation of the Digital Marketing Workshop on August 24, 2024, from 19.00 to 21.00 at the Dombo Village Hall, Demak, carried out by KKN-PPM 08 Dombo Village students, is described as follows:

2. Assistance in the Implementation of Digital Marketing Training for MSMEs

Digital marketing is a medium used to market products through digital platforms to attract customers quickly and precisely. At the Dombo Village Hall, digital marketing training activities for MSME actors ran smoothly and as planned. Mr. Kasran, as the Village Head of Dombo Village, and Mrs. Dr. KMT. Lasmiatun, M.Si, as a speaker from a lecturer at the University of Muhammadiyah Semarang.

Figure 2. Committee, Presenters, and Guest Representatives Invited to Digital Marketing Training for MSMEs



Source: Personal Documentation

Empowerment of MSMEs as a means of community service at the Dombo Village Hall through digital marketing training. This activity can be carried out well thanks to collaboration with the Dombo Village government, Karang Taruna, and the support of MSME actors in Dombo Village. 30 MSME actors attended the digital marketing training, which took place in Dombo Village on August 24, 2024, from 19.00 to 21.00 WIB.

Figure 3. Guest Registration



Source: Personal Documentation

The chairman of the committee and the village coordinator delivered remarks at the next activity. Mr. Kasran, as the Village Head of Dombo Village, then expressed his appreciation for the training activity. Belaiu also said that digital marketing training can increase the efficiency of buying and selling by using digital media such as social media and smartphones. Because marketing is getting more widespread, sales will increase.

Figure 4. Remarks from the Chairman of the Committee and the Village Head of Dombo Village



Source: Personal Documentation

Furthermore, Mrs. Dr. KMT. Lasmiatun, M.Si, as a lecturer from Muhammadiyah University Semarang, provided digital marketing material. Through his training, Belaiu teaches small and medium enterprises (MSMEs) in Dombo Village about digital marketing. At the beginning of the meeting, he talked about the various facilities available for sales through digital media. The resource person introduced the basic concept of digital marketing, which is a marketing strategy that uses digital media to reach customers. The resource person explained the importance of online presence for MSME actors, especially to increase the visibility of their products in the wider market. In addition, the benefits of using social media as a tool to build a brand, interact with customers, and increase sales were also highlighted. Participants were taught how to create and manage business accounts on social media platforms such as Instagram, Facebook, and WhatsApp Business. The resource person showed practical steps in creating an attractive business profile, developing content strategies, and storytelling techniques that can help attract the attention of potential customers. In addition, participants were also given an understanding of the importance of customer engagement through interactive features such as comments, likes, and direct messages.

The resource person also taught participants about the importance of consistency in posting content, as well as how to take advantage of trends that are currently popular on social media to increase visibility. The use of hashtags, attractive captions, and good product visuals is an important point emphasized in this session. In addition to relying on organic promotions, the resource persons also introduced paid advertising strategies through platforms such as Facebook Ads and Google Ads. MSME actors are taught how to target their ads to be on target by using targeting features based on demographics, interests, and location of potential customers. Participants are taught how to set a budget advertisement that is appropriate for their business capabilities and how to evaluate the

results of ad campaigns through the analytics features provided by the platform. This session provided a practical understanding of how paid advertising can help increase market reach, especially for MSME players who are just starting their business in the digital realm.

In this session, the speakers explained the great potential of online marketplaces such as Tokopedia, Shopee, and Bukalapak to expand market reach. MSMEs in Dombo Village, which generally still depend on local marketing, were introduced to practical steps in registering and starting a business in the marketplace. Resource persons explain how to create an attractive product catalog, develop clear product descriptions, and provide responsive customer service. In addition, participants were taught how to participate in promotional and discount programs provided by the marketplace to increase sales.

One of the important aspects of digital marketing is eye-catching product visuals. In this session, the speakers provided tips and tricks for creating visual content that can attract customers' attention. Participants were taught how to take product photos with good lighting, attractive compositions, and the appropriate use of backgrounds. In addition, the resource person also provided a short tutorial on simple editing applications that can be used by MSME actors to edit their product photos before posting them on social media or a marketplace. The importance of good visuals is the main point that is emphasized, as quality images can increase the attractiveness of the product in the eyes of consumers. However, previously, he asked if MSME actors already knew and used digital media for marketing. Many small and medium enterprises (MSMEs) in Dombo Village know about social media platforms and e-commerce, but have not been able to take full advantage of them.

Figure 5. Presentation of material by the Lecturer of Muhammdiyah University, Semarang



Source: Personal Documentation

To help MSMEs in the Dombo Village market their products online, Lecturers of the University of Muhammadiyah Semarang introduced a marketplace for online or remote

promotion facilities. Previously, the speaker explained the importance of digital marketing in the modern era, especially in expanding market reach and increasing interaction with consumers, as well as motivating MSME actors who are at the stage of starting a business. After the delivery of material from the Lecturer of the University of Muhammadiyah Semarang, the closing prayer was continued to mark the end of the digital marketing training activity for MSMEs.

3. Factors That Support and Hinder

The supporting factors of empowering MSMEs through digital marketing training in Dombo Village can be identified by looking at the benefits. The benefit of MSME empowerment activities through digital marketing training is to increase the knowledge of MSME actors in Dombo Village about digital marketing. Thus, MSME actors are expected to increase sales by using digital marketing such as e-commerce and social media. However, the MSME data collection process is hampered by poor coordination and too short a preparation. Then the community cannot understand the training well.

4. Objectives and Objectives of the Workshop

This digital marketing workshop is designed to provide a basic understanding and practical skills to MSME actors in Dombo Village on how to utilize digital technology, especially social media and e-commerce platforms, in developing their businesses. The main objectives of this workshop are as follows:

- a. Increasing Understanding of Digital Marketing: Providing MSME actors with knowledge about the basic concepts of digital marketing, including platforms that can be used, such as Facebook, Instagram, and online marketplaces.
- b. Practice Practical Skills: Provide practical training on how to create a business account on social media, create engaging content, and pay for advertising strategies on platforms such as Facebook Ads and Google Ads.
- c. Encouraging the Use of E-Commerce: Encouraging MSME players to take advantage of marketplaces such as Tokopedia, Shopee, and Bukalapak to expand their market.
- d. Building Networks and Collaboration: This workshop is also expected to be a place for MSME actors in Dombo Village to get to know each other, share experiences, and build a wider business network.

The main target of this workshop is MSME actors in various sectors, such as artisans, food traders, farmers, and fishermen, who already have local businesses but still rely on traditional marketing methods. A total of 30 MSMEs who attended came from various business backgrounds, ranging from handicrafts, culinary, to agriculture.

CONCLUSION

MSMEs are micro, small, and medium-sized enterprises established based on individual initiative, thereby reducing unemployment in Dombo Village. To improve

competitiveness, MSMEs need to increase their adaptation to current developments in marketing technology, such as social media and digital marketing skills. Therefore, given the potential of the village, we organized a workshop where we provided awareness and guidance to SMEs through digital marketing development to encourage the local economy to grow and keep pace with current entrepreneurial developments. The digital marketing training provided by KKN-PPM Universitas Muhammadiyah Semarang group 08 in collaboration with the Dombo Village Government and local SMEs was conducted smoothly. The activity aimed to encourage 30 SMEs from Dombo Village to attend the event. One of the components supporting the activity was to enhance SMEs' knowledge of marketing media through digital media. Other factors hindering the data collection process include limited time and poor coordination. The objective of empowering SMEs through digital marketing training is to facilitate the organizing committee, SME operators, and trainers from the University of Muhammadiyah Semarang. It is hoped that through this training, SME operators in Dombo Village will gain better knowledge, enabling them to expand and improve their businesses. After conducting awareness campaigns and training, SMEs began to develop, one of which was the growth of marketing in the market, enabling business operators to market their products and consumers to purchase the products they desire. Improving the local economy, enhancing human resource quality, and maximizing technology utilization are all objectives of the program we have created.

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