



Impact of Digital Marketing on Market Expansion and Development in MSMEs

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Abstract

The development of digital technology has significantly transformed marketing practices, shifting from traditional strategies to more modern, online-based approaches that offer speed, efficiency, and measurable performance. For Micro, Small, and Medium Enterprises (MSMEs), digital marketing has become an essential tool to broaden market reach, enhance brand awareness, and strengthen competitiveness in an increasingly saturated and dynamic business environment. This study aims to explore the influence of digital marketing on market development among MSMEs by examining aspects such as customer reach, promotional effectiveness, engagement levels, and sales growth. A qualitative descriptive method is applied through in-depth interviews, supported by literature review and secondary data related to MSME development and current digital marketing trends. The findings show that digital marketing provides substantial benefits for MSMEs by improving business visibility, facilitating real-time interaction with consumers, increasing cost-effectiveness, and enabling access to wider, including international, markets. However, the level of success strongly depends on the ability of MSME actors to consistently manage digital platforms, create relevant high-quality content, and understand algorithm dynamics and consumer behavior patterns.

Keywords: *Digital marketing, MSMEs, Market Development, Social Media, Digital Marketing Strategy*

Abstrak: Perkembangan teknologi digital telah membawa perubahan signifikan dalam praktik pemasaran, bergeser dari strategi tradisional ke pendekatan berbasis online modern yang menawarkan kecepatan, efisiensi, dan kinerja yang terukur. Bagi Usaha Mikro, Kecil, dan Menengah (UMKM), pemasaran digital telah menjadi alat penting untuk memperluas jangkauan pasar, meningkatkan kesadaran merek, dan memperkuat daya saing dalam lingkungan bisnis yang semakin ramai dan dinamis. Studi ini bertujuan untuk meneliti pengaruh pemasaran digital terhadap pengembangan pasar di UMKM dengan meninjau aspek-aspek seperti jangkauan konsumen, efektivitas promosi, tingkat keterlibatan, dan peningkatan penjualan. Metode penelitian yang digunakan adalah kualitatif deskriptif melalui wawancara mendalam yang didukung oleh studi literatur dan data sekunder terkait pengembangan UMKM dan tren pemasaran digital. Temuan penelitian menunjukkan bahwa pemasaran digital memberikan manfaat signifikan bagi UMKM dengan meningkatkan visibilitas bisnis, memfasilitasi interaksi real-time dengan konsumen, meningkatkan efisiensi biaya pemasaran, dan membuka akses ke pasar yang lebih luas, termasuk pasar internasional. Namun, tingkat keberhasilan sangat bergantung pada kemampuan UMKM untuk secara konsisten mengelola platform digital, menghasilkan konten berkualitas, dan memahami dinamika algoritma dan perilaku konsumen.

Kata Kunci: *Pemasaran digital, UMKM, Pengembangan Pasar, Media Sosial, Pemasaran Digital*



INTRODUCTION

The development of information technology over the past two decades has driven major transformations in various sectors, including the business world. Digitalization has not only streamlined production and distribution processes but has also brought about fundamental changes in the marketing strategies used by businesses. While marketing activities previously relied on conventional methods such as billboards, brochure distribution, or word-of-mouth promotion, these strategies have now shifted to an internet-based approach through various digital platforms. This change has given rise to the concept of digital marketing, which utilizes digital technology to promote products or services in a more interactive, fast, and measurable manner. (Syafiatul Kiromah, 2021)

In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) make a significant contribution to the national economy. According to data from the Ministry of Cooperatives and SMEs (2022), the MSME sector contributes more than 60% of Gross Domestic Product (GDP) and employs approximately 97% of the national workforce. These figures demonstrate that MSMEs are the backbone of the economy and drivers of national economic stability and growth. However, MSMEs still face various challenges in expanding their markets and maintaining competitiveness amidst increasingly competitive business dynamics.

Some common obstacles include limited promotional capital, low digital literacy, limited ability to create engaging marketing content, and limited access to consumers outside the local area. These conditions result in many MSMEs operating on a limited scale and making it difficult to enter a broader market. Furthermore, changes in consumer behavior, which increasingly relies on the internet for information seeking and purchasing, require MSMEs to adapt through digital marketing strategies. (Zenia Rabbil et al., 2023)

Digital marketing offers various opportunities for MSMEs to overcome these obstacles. Platforms such as social media (Instagram, TikTok, Facebook), marketplaces (Shopee, Tokopedia), websites, and search engines (Google) allow for more affordable promotions compared to conventional methods. Furthermore, analytics technology and insight features enable businesses to measure campaign effectiveness in real time, understand consumer behavior, and develop more targeted strategies.

Given these potentials, it is crucial to assess the extent to which digital marketing has a tangible impact on MSME market development. Therefore, this study aims to analyze the influence of digital marketing on customer reach, promotional effectiveness, sales growth, and strengthening MSMEs' competitive position. This study also identifies factors contributing to the success of digital marketing implementation and the challenges still faced by MSMEs.

The research findings are expected to provide a comprehensive understanding of the urgency of digital marketing as a market development strategy for MSMEs and serve as a reference for business actors and policymakers in formulating MSME empowerment programs in the digital era. (Aprilia, 2024)

METHOD

This research uses a qualitative descriptive approach to gain a deeper understanding of the phenomenon under study, based on the context and perspective of the research subjects. This method was chosen because it can describe the empirical reality related to the implementation of digital marketing in MSMEs in a more comprehensive and contextual manner. Data collection was conducted through a literature review, reviewing previous research, scientific journals, articles, and official government reports relevant to MSME development and the use of digital technology in marketing.

Furthermore, this study utilized secondary data obtained from official institutions such as the Ministry of Cooperatives and SMEs, the Ministry of Communication and Informatics, as well as various academic publications and industry survey reports. Primary data was obtained through in-depth interviews with MSMEs who have implemented digital marketing as part of their business strategy. These interviews aimed to explore their experiences, practices, perceptions, implementation results, and challenges they face in utilizing digital platforms. Data analysis was conducted interactively through data reduction, data presentation, and conclusion drawing. The theoretical approach used is based on modern marketing concepts and innovation diffusion theory, to strengthen understanding of the digital marketing adoption process and its impact on MSME market development. (Haryono, 2020)

RESULTS AND DISCUSSION

Digital marketing is a modern marketing strategy that utilizes various digital platforms to reach, influence, and retain consumers. With the increasing penetration of the internet and communication technology, digital marketing has become a primary strategy for many businesses, including MSMEs. According to Heidrick and Struggles (2009), digital marketing encompasses promotions conducted via the web, mobile phones, and other digital devices, offering new access to advertising. This aligns with Bassiouni & Hackley (2014), who explain that digitalization has given rise to a new generation, Generation Z, whose daily activities are highly dependent on the internet and digital media. This change in consumer behavior has a direct impact on marketing patterns, forcing businesses to adapt their strategies to remain relevant and competitive. (Hamzah et al., 2021)

Changes in consumer behavior due to digitalization also affect how they search for information, evaluate products, and make purchases. A study by Cesareo & Pastore (2014) showed that digitalization changes consumer actions, attitudes, and ethics as they become increasingly accustomed to fast information, easy access, and interactive two-way communication. This is reinforced by Stephen (2016), who explains that digitalization has an integral impact on the marketing environment, changing the way businesses interact with consumers.

In the context of MSMEs, digital marketing is a crucial tool because it offers various conveniences and opportunities. One of its main advantages is cost efficiency. With digital marketing, MSMEs can conduct promotions at a much lower cost than conventional marketing, which requires large budgets for print or television media. Furthermore, digital marketing provides flexibility in quickly changing promotional strategies, content, and target markets according to changing trends and consumer needs. The analytical features available on platforms like Instagram, Facebook, TikTok, and marketplaces enable MSMEs to gain a deeper understanding of consumer behavior, enabling more targeted marketing strategies. (Arumsari et al., 2022)

The Influence of Digital Marketing on MSME Market Reach

Digital marketing has become one of the most relevant modern marketing strategies in today's digital era. This strategy utilizes various digital platforms to reach, influence, and retain consumers, allowing businesses to build more interactive relationships with their audiences. With increasing internet penetration and advances in communication technology, digital marketing is no longer just an option but a primary strategy for many businesses, including Micro, Small, and Medium Enterprises (MSMEs). With broader access and the ability to reach consumers in real time, digital marketing offers opportunities previously unattainable by traditional marketing methods. (Febriyantoro & Arisandi, 2018)

According to Heidrick and Struggles (2009), digital marketing encompasses promotional activities conducted through the web, mobile phones, and other digital devices, providing businesses with new access to advertising. This approach enables businesses to communicate product messages more quickly and measurably, while adapting content to evolving consumer preferences. This aligns with Bassiouni & Hackley (2014), who emphasize that digitalization has given birth to a new generation, Generation Z, whose daily activities rely almost entirely on the internet and digital media. This generation's presence is changing the way consumers obtain information, evaluate products, and make purchasing decisions. For MSMEs, this change presents both a challenge and an opportunity, as marketing strategies that fail to adapt to consumers' digital behaviors have the potential to lose relevance and competitiveness.

Changes in consumer behavior due to digitalization also affect their interaction patterns with products and services. A study by Cesareo & Pastore (2014) showed that digitalization changes consumer actions, attitudes, and ethics as they become increasingly accustomed to fast access to information, interactive two-way communication, and the ability to compare products instantly. Consumers now demand transparency, rapid responses, and personalized shopping experiences. This is reinforced by Stephen (2016), who explains that digitalization has an integral impact on the marketing environment, changing the way businesses interact with consumers, manage branding, and develop promotional strategies relevant to market needs. (Meilya & Burhan, 2006)

In the context of MSMEs, digital marketing plays a strategic role because it offers various conveniences and significant opportunities. One of its main advantages is cost efficiency. Unlike conventional marketing, which requires large budgets for print media, television, or billboards, digital marketing allows MSMEs to conduct promotions at a much lower cost, but with broader reach and the ability to measure effectiveness in real time. For example, paid advertising through Instagram Ads, Facebook Ads, TikTok Ads, or promotional features in marketplaces can target specific audiences based on age, location, interests, and consumer behavior. This strategy makes promotional messages more relevant and targeted, and has the potential to significantly increase sales conversions.

Besides cost efficiency, digital marketing also offers high flexibility in developing strategies. MSMEs can quickly adapt promotional content, creative designs, messaging, and target audiences according to market trends and changing consumer behavior. For example, hashtag trends, music, video formats, and interactive content can be leveraged to increase engagement and content reach. Consistency in producing quality content has also been shown to increase consumer loyalty and strengthen MSME branding on digital platforms. (Sasongko et al., 2020)

The analytics features available on various digital platforms are a key advantage for MSMEs. With comprehensive data on content reach, interactions, clicks to catalogs or websites, and sales conversion rates, businesses can gain a deeper understanding of consumer behavior. This information enables MSMEs to develop more targeted strategies, identify effective content, and optimize promotional budgets. By consistently utilizing analytics, MSMEs can make data-driven decisions, improve the effectiveness of marketing campaigns, and strengthen their competitive position in the market.

Furthermore, digital marketing facilitates two-way communication between MSMEs and consumers. Direct messaging, comments, live streaming, and interactive content enable MSMEs to respond to questions, provide recommendations, and build emotional connections with customers. This not

only increases consumer trust but also encourages long-term loyalty and repeat purchases. Good interactions through digital platforms help create positive consumer experiences and strengthen MSMEs' reputations in the public eye. (Nurul Aini et al., 2024)

With these advantages, digital marketing has become a crucial tool for MSMEs to thrive in the digital era. In addition to streamlining costs and increasing promotional effectiveness, digital marketing opens up opportunities for broader market expansion, strengthening branding, and building closer relationships with consumers. Therefore, MSMEs' ability to understand digital platform algorithms, produce creative content, and optimally utilize analytical features is key to a successful digital marketing strategy. In the long term, consistent implementation of digital marketing can drive business growth, increase competitiveness, and expand MSME market reach both nationally and internationally. (Suci Ramadani et al., 2025)

The Influence of Digital Marketing on Promotion Effectiveness

Digital marketing plays a highly strategic role in increasing promotional effectiveness for MSMEs. The main advantage of this strategy lies in its ability to deliver a faster, more measurable, and more targeted marketing process than conventional methods. Traditional marketing methods such as brochures, billboards, or print advertising have limited reach and are difficult to measure objectively, making promotional effectiveness difficult to evaluate. On the other hand, digital marketing allows MSMEs to reach a wider audience, more efficiently and flexibly, costing them more. This opens up opportunities for small and medium-sized businesses to compete more effectively, even with limited resources.

Through various paid advertising features, such as Instagram Ads, Facebook Ads, TikTok Ads, or promotional features in marketplaces, MSMEs can segment their audiences with high precision. Targeting can be determined based on various parameters, including age, geographic location, interests, shopping behavior, and even online time. This segmentation allows promotional messages to be delivered to more relevant consumers, thus increasing the chances of interaction and conversion. This strategy differs significantly from conventional marketing, which tends to be general and not focused on specific consumer groups. (Aftitah et al., 2025)

Furthermore, digital marketing provides analytics features that enable MSMEs to monitor promotional performance in real time. Indicators that can be monitored include the number of people viewing content, interaction levels such as likes, comments, and shares, clicks to catalogs or websites, and sales conversion rates. This data provides objective information about effective promotional strategies and serves as a basis for improving or developing future strategies. With this capability, MSMEs can make data-driven decisions, increase marketing budget efficiency, and optimize promotional results.

Interviews with several MSMEs indicate that consistent use of digital marketing has a positive impact on promotional effectiveness. Informants revealed that content reach increased significantly compared to organic promotions, consumer interactions became more intense, and sales experienced significant growth. Many MSMEs stated that Ads and analytics features helped them identify consumer behavior, tailor promotional content, and determine the right timing for campaigns. This demonstrates that digital marketing not only increases awareness but also directly influences purchasing decisions. (Muda Harahap et al., 2025)

Thus, digital marketing has proven to be a strategic tool capable of optimizing the effectiveness of MSME promotions in the digital era. In addition to increasing reach, digital platforms also enable businesses to maximize interactions, improve audience segmentation, and conduct continuous performance evaluations. These advantages make digital marketing a crucial component for MSMEs seeking to maintain competitiveness, expand markets, and increase sales in an increasingly competitive and digitally driven business environment.

Utilization of Paid Advertising Features

Utilizing paid advertising features such as Facebook Ads, Instagram Ads, and TikTok Ads is a digital marketing strategy increasingly used by MSMEs because it has been proven to produce faster and more measurable results. Through this feature, businesses can define specific target audiences based on age, geographic location, interests, shopping behavior, and even social media usage time. This precise segmentation helps promotions become more relevant and targeted, thus increasing the chances of audiences taking further actions such as visiting profiles, saving content, or making purchases.

Based on interviews, most MSMEs stated that using Ads increased promotional reach by 5–10 times compared to organic posts without promotion. The tangible impacts felt included increased account traffic, follower count, clicks to catalogs or marketplaces, and significant sales growth. This is also consistent with Laksamana's (2018) findings, which stated that social media advertising has a positive influence on purchase intention due to its measurable, segmented nature, and its ability to attract consumer attention more effectively.

Utilizing paid advertising is not only an additional promotional tool, but also a crucial strategy for accelerating brand awareness, driving engagement, and increasing sales conversions, especially in a competitive digital marketplace. (Fitriah Fajar Maghfirah¹, Sarifuddin², 2025)

Collaboration with Influencers

Collaboration with influencers is a digital marketing approach used by several informants and has proven effective in increasing product visibility in a relatively short time. Influencers have a loyal following and tend to trust their

recommendations, enabling MSME products to gain recognition more quickly and gain social legitimacy. Furthermore, influencer-created content is typically more engaging and persuasive, potentially boosting consumer purchasing interest.

Research by Jiménez-Castillo & Sánchez-Fernández (2019) shows that influencer credibility significantly influences consumer perceptions and increases confidence in purchasing decisions. This finding aligns with the experiences of interviewed MSMEs, who reported increased follower counts, engagement, and sales following promotional collaborations with influencers, whether through paid endorsements or product exchanges. Therefore, influencer marketing is a potential strategy for MSMEs to expand their branding and accelerate market penetration.

Hashtag Usage and Trends

Utilizing popular hashtags like #fyp, #lokalbrand, and #umkmnaikkelas, as well as leveraging viral trends, has been proven to help expand the reach of MSME content on social media. By following trends in music, editing styles, or popular content formats, platform algorithms like TikTok and Instagram more easily distribute posts to a wider audience, including users who don't already follow the account. This directly impacts impressions, views, and engagement.

Several informants stated that content that follows trends generally performs significantly better than regular content. In fact, some posts utilizing viral hashtags have even made it to the main homepage (For You Page or Explore), increasing the opportunity for consumer interaction and sales. Therefore, using relevant hashtags and following digital trends can be an effective strategy for MSMEs to increase visibility and reach a wider market quickly. (Arifin1 & Sukmapryandhika3, 2025)

Key Benefits: Measurable Promotion (Real-Time Analytics)

One of the main advantages of digital marketing for MSMEs is the platform's ability to provide real-time analytical data. This feature allows businesses to monitor the performance of content or promotional campaigns directly without having to wait for manual reports as in traditional marketing. The information displayed is also more detailed, simplifying the evaluation process.

Through real-time analytics, MSMEs can view various important indicators, such as the number of users viewing content (reach and impressions), engagement levels (likes, comments, shares), clicks to catalogs or websites, audience segmentation, and sales conversion rates. This data provides an objective picture of the effectiveness of their marketing strategies.

This capability allows MSMEs to quickly adjust their strategies if promotional results are not optimal. This aligns with the opinion of Chaffey &

Ellis-Chadwick (2019), who stated that measurement accuracy is a key advantage of digital marketing over traditional marketing.

The Influence of Digital Marketing on Consumer Interaction and Loyalty

The influence of digital marketing on consumer interaction and loyalty is not only seen in improved communication but also in changing relationship patterns between MSMEs and customers. Digital platforms like Instagram, TikTok, and WhatsApp Business allow businesses to communicate directly through features like direct messages, comments, and live streaming. This two-way communication creates a more personalized experience compared to traditional marketing, where interactions are typically one-way. For example, when consumers inquire about product details, pricing, or stock availability, businesses can respond quickly, increasing customer satisfaction and a sense of appreciation.

Several informants in this study revealed that a quick response and friendliness in replying to messages build positive brand perceptions. In fact, it's not uncommon for initial interactions via DM to develop into long-term relationships, characterized by repeat purchases and word-of-mouth recommendations. This suggests that the emotional connection built through digital communication is a crucial factor in building customer loyalty. Furthermore, features like testimonials, interactive content, and digital loyalty programs contribute to strengthening consumer engagement.

Digital marketing is not just a medium for product promotion, but also a strategic tool for maintaining and enhancing relationships with consumers. When consumers feel engaged and valued, they tend to develop stronger emotional bonds with MSME brands, ultimately resulting in increased customer retention and sustainable business growth.

The Influence of Digital Marketing on MSME Sales (More Detailed Version)

Interviews with MSMEs revealed that digital marketing plays a significant role in driving sales growth. The informants emphasized that digital-based marketing strategies enable their products to reach a wider audience in a shorter timeframe than conventional marketing.

One key finding is that short-form video content, such as that uploaded via TikTok, Instagram Reels, and YouTube Shorts, is the most effective type of content in capturing consumer attention. Short-form videos are considered more engaging because they're easy to understand, take less time to watch, and have a higher potential to appear on the recommendation page (FYP), allowing them to reach a larger audience without additional promotional costs.

Additionally, videos featuring product usage tutorials, manufacturing processes, behind-the-scenes videos, usage tips, or user testimonials have

proven to be more convincing to consumers. This type of content adds value because it not only showcases the product but also provides information that helps consumers understand its benefits and quality.

One informant even stated that after uploading tutorial content explaining how to optimally use his product, the sales rate increased up to twofold in just one week. The surge in sales occurred due to: Increased awareness, where the video reached thousands to tens of thousands of new users, the emergence of purchasing interest, because the video content helped consumers see firsthand the benefits and how to use the product, increased trust through positive comments from viewers and active interaction in the comments column, increased engagement, because the content attracted more likes, shares, and saves so that the platform algorithm further expanded the reach of the video

These findings reinforce the understanding that digital marketing serves not only as a tool for product introduction but also plays a role in influencing consumer purchasing decisions. When MSMEs are able to manage content creatively and consistently, digital marketing can be a key driver of increased sales, both in the short and long term.

Furthermore, several MSMEs interviewed stated that using the live streaming feature on TikTok Shop or the marketplace, as well as collaborating with micro-influencers, also contributed to increased sales. Live streaming allows direct communication between sellers and consumers, while influencer marketing helps expand market reach through the influencer's credibility. Overall, these findings indicate that digital marketing not only increases product visibility but also has a direct impact on sales growth through appropriate content strategies, strong interactions, and optimal use of digital features. (Akhadi, 2025)

CONCLUSIONS

Based on the analysis of digital marketing implementation in MSMEs, it can be concluded that digital marketing plays a significant role in market development. Utilizing various digital platforms such as social media, marketplaces, websites, and online promotional features can increase business visibility, expand consumer reach, and simplify communication between businesses and customers. Compared to conventional marketing methods, digital marketing is considered more efficient because it allows MSMEs to manage their promotional budgets more measurably and flexibly. Furthermore, the insight and analytics features available on digital platforms provide strategic advantages for businesses. Through this data, MSMEs can more accurately understand audience interests, behaviors, and segmentation. This information can then be used to develop more relevant and targeted marketing strategies. Interview findings indicate that MSMEs that consistently produce content, utilize paid advertising features, and understand platform

algorithms are able to significantly increase sales and even expand their market reach nationally and internationally. However, the effectiveness of digital marketing also faces several challenges. Some MSMEs still have limited digital literacy, low creative content production capabilities, and a lack of understanding of systematic digital marketing strategies. Therefore, ongoing training, mentoring, and support are necessary to enable MSMEs to maximize the potential of digital marketing to increase competitiveness and business sustainability.

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