

Digital Marketing Strategy to Increase Product Selling Prices

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ABSTRACT

This community service program aims to enhance the understanding and skills of MSME actors in Koholimombono Village in implementing digital marketing strategies to increase product selling prices. In the digital era, technology-based marketing plays a crucial role in expanding market reach and improving business competitiveness. However, many MSMEs still rely on conventional marketing methods due to limited knowledge and resources. The method used in this program includes seminars, hands-on training, and practical sessions covering the use of social media for marketing, cost-based and value-added pricing techniques, and product innovation to enhance market appeal. Evaluation results show that 80% of participants understood and successfully implemented digital marketing strategies in their businesses. Additionally, there was a significant increase in awareness of the importance of digitalization in marketing and improved skills in determining competitive selling prices. This program not only provides short-term benefits through increased knowledge but also involves continuous monitoring and mentoring sessions to ensure the effective implementation of digital strategies. Thus, this initiative contributes to local economic growth by enhancing MSME competitiveness.

Keywords: Digital Marketing; Marketing Strategy; MSMEs; Selling Price.

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1. Pendahuluan

Micro, small, and medium enterprises (MSMEs) play a crucial role in the Indonesian economy and hold a significant position in the market. Support for MSMEs extends from rural areas to densely populated urban centers. The government has encouraged MSMEs to adopt modern marketing technologies, particularly in this digital era. One effective approach is digital advertising through social media platforms and online food delivery services such as GoFood, GrabFood, and ShopeeFood. These applications facilitate the sale of goods by enabling direct communication between buyers and sellers (Siska Meilya PM, Silviana, Fiqia, & Umar Burhan, 2023).

Despite their important role, MSMEs in Indonesia face various challenges that hinder their growth. One of the main problems is the limitations in product marketing. Many MSMEs still rely on traditional marketing approaches, such as direct sales, marketing through local markets, and personal relationships. This approach is often not enough to reach a wider audience. In addition, many MSMEs have difficulty in utilizing digital technology, either due to lack of knowledge, resources, or adequate infrastructure. This causes them to lose opportunities to compete in an increasingly competitive market (Sari et al., 2023).

The high level of competition in the business world requires every business actor to carry out marketing activities effectively and efficiently. These marketing functions require basic concepts that are in accordance with the interests and needs of marketers and the desires of customers. Meanwhile, sales are marketing activities that focus on the exchange of products

from producers to consumers. The goal of all sales is customer satisfaction to obtain optimal profits. Sales success indicators can be achieved if sales are carried out according to plan (Renita et al., 2022).

Many businesses, from small to large, are leveraging the rapid growth of information technology to enhance their operations. Entrepreneurs recognize the intense competition and the need for effective strategies to reach target markets and maximize profits. As a result, digital marketing has become a highly sought-after tool, supporting various business activities. Businesses are increasingly shifting from conventional and traditional marketing models to modern digital marketing approaches. Digital marketing enables transactions and communication to occur anytime and anywhere across the globe. With the continuous rise in chat-based social media users, SMEs have an opportunity to tap into the growing smartphone market (Gumilang, 2019). Moreover, SMEs play a vital role in strengthening a country's economic health (Stieglit et al., 2018).

This intense competition is seen as abnormal, difficult to deal with using normal means. Curiosity must enter new behavior, behavior that meets consumer expectations. This means that old patterns require modification, but this is recognized as a less profitable way from the entrepreneur's side. They must lose more profits than lose many customers. They must be able to see quantity as the basis of their marketing with greater efforts and greater costs. This can be seen in online sales that tend to burn money by giving discounts, cheaper prices, free shipping, providing friendly platforms and so on. Companies clearly see this method as a new way; it is like setting up a new company but with a digital model, which means they need to spend a lot of money to build all the necessary resources (Sari, 2020).

According to Chaffey and Chadwick (2016), digital marketing is essentially a marketing activity that utilizes digital media through the internet. This involves the use of various platforms such as websites, social media, email, databases, smartphones or wireless technology, and digital television to achieve marketing objectives. These efforts are carried out by considering customer profiles, behavior, product value, and consumer loyalty.

Marketplace is one of the marketing media that is quite recommended for online shops. Marketplace is a website or application used for buying and selling transactions from various stores online. A marketplace is a platform that applies the concept of a traditional market, only packaged online. So far, many people only know that online sales are only through marketplaces, but currently, Digital Marketing has a great opportunity to promote products and even become a tool for online buying and selling transactions (Anggraeni & Mintarsih, 2023).

Social media applications offer their users to interact, connect, and communicate with each other starting from instant messaging. These applications are intended to provide online information related to user experience in consuming products to gain public interest. In creating profits in a business context, people engagement must occur through digital applications. The impact of the competitive advantage of MSMEs in product marketing on digital marketing strategy techniques reaches 78%. One of the strategies is through the socialization of digital marketing strategies in the form of utilizing online media. This can provide information and knowledge to MSME actors regarding the methods and stages in expanding the buyer network through the use of online media in displaying their products, so that MSME actors can improve their superior abilities to compete (Nurhayarti et al., 2022). Social media is considered an important component of information and communication technology that greatly influences business (Chatterjee & Kumar Kar, 2020).

As many as 3.79 million MSMEs, or only 8%, understand the concept of digital marketing. Digital marketing is marketing carried out using the internet, social media, and other digital devices (Buhalis & Volchek, 2021). Digital marketing can help small and medium

businesses (MSMEs) promote and market their goods and services. They can also access new markets that were previously closed or limited due to time, distance, and communication methods. Today, popular social media today are used to market products, including Facebook, YouTube, Instagram, and various other types of social media. Digital marketing offers significant benefits, such as reducing marketing costs and expanding market reach to a wider audience. Online marketing strategies are important because they allow businesses to connect with various market segments both locally and internationally (Sifwah et al., 2024). Online marketing strategies have now been recognized as a necessity, because online strategies connect to various market segments in various cities both nationally, regionally, and internationally (Haryanti et al., 2019).

Based on the results of interviews with MSME actors and employees from the Buton Regency Industry Service, they stated that MSME actors on average do not understand how to use digital marketing techniques, how to calculate the actual selling price of a product, how to shape a product to have high selling value both in terms of taste and packaging. MSME actors in Koholimombono Village produce fish meatballs, shredded meat, crackers, and so on. Currently, the sales activities of this industrial product are traditional, they make products only based on orders and market them traditionally by word of mouth.

These problems require solutions, so through this Community Service activity, it can be one of the programs that can overcome these problems. This PkM activity is also a place for us to help MSMEs to carry out digital marketing through the seminar " Digital Marketing Strategy to Increase Product Selling Prices" to help MSMEs to continue their business.

The purpose of this activity is to help MSMEs in supporting their product marketing by utilizing the internet and technology and expanding the reach of target markets or consumers through digital marketing. This is because the use of the internet, especially web-based media, is considered more effective in reaching all levels of society. During the pandemic, individuals will tend to spend more time with social media and the internet. This can be utilized by business actors to market their products online.

The novelty of this service lies in the application of innovative digital marketing strategies to increase the selling price of products at the MSME (Micro, Small, and Medium Enterprises) level in Koholimombono Village. By utilizing digital technology, this service aims to provide training and understanding to the community on how to market their products effectively through online platforms, which can reach a wider market.

In addition, this service also integrates local wisdom into marketing strategies, so that the products produced not only have higher selling value but also maintain local cultural identity. This is expected to increase the competitiveness of local products in a larger market, as well as provide a positive impact on the local economy. With a more focused and practical approach, this activity seeks to provide more concrete and applicable solutions for MSMEs in the area.

2. Method

The implementation of this community service activity followed a structured approach, beginning with the planning stage, followed by execution, and concluding with evaluation and reporting. The planning stage involved the preparation of proposals, obtaining necessary permits, and conducting internal team meetings to ensure effective coordination. During this phase, seminar materials related to digital-based marketing were developed, including topics on social media marketing, product diversification, and selling price calculations. These

materials were designed to address the challenges faced by MSMEs in Koholimombo Village, enabling them to leverage digital marketing strategies to enhance their business performance.

The implementation phase commenced with a seminar on digital marketing, introducing participants to the fundamental concepts and benefits of online marketing strategies. This was followed by a hands-on training session where participants learned how to calculate selling prices using appropriate pricing models and explored methods to innovate and diversify their products. Practical exercises were integrated into the training to ensure that MSME actors could effectively utilize digital platforms such as Facebook Groups, Instagram, TikTok, and WhatsApp to market their products. This interactive approach allowed participants to immediately apply the knowledge gained and develop a deeper understanding of how to optimize digital marketing tools for business growth.

To measure the effectiveness of the training and ensure long-term sustainability, continuous monitoring was incorporated as a critical component of the program. Participants were encouraged to develop action plans outlining how they would implement digital marketing strategies in their businesses. Regular follow-up sessions were scheduled every three months to assess progress, identify challenges, and provide further guidance. These sessions included discussions where participants reported on their experiences, shared insights, and received solutions to any obstacles encountered.

In addition to qualitative observations, the success of the program was evaluated using key performance indicators such as the number of website visitors, conversion rates, and social media engagement levels. Analytical tools were introduced to help participants track these metrics and refine their marketing strategies based on real-time data. By incorporating data-driven decision-making, MSMEs were better equipped to continuously adapt and improve their digital marketing efforts.

The final stage of the project focused on evaluation and reporting. A comprehensive report was compiled, documenting the training objectives, details of the materials presented, and an analysis of pre- and post-training performance. Case studies of participants who successfully implemented digital marketing strategies were included to highlight the best practices and lessons learned. Furthermore, a scientific article based on the findings of this research was prepared for publication, contributing to the broader discourse on digital marketing adoption among MSMEs.

This structured methodology ensured that MSME actors not only gained essential digital marketing skills but also received continuous support and practical guidance. By integrating theoretical knowledge with hands-on training and long-term monitoring, the program provided a sustainable framework for enhancing the competitiveness of MSMEs in the digital economy.

3. Results

Digital marketing training provides comprehensive insights into modern marketing strategies, equipping MSMEs with the confidence to implement innovative techniques in promoting their products. By leveraging social media and e-commerce platforms, MSMEs can significantly expand their market reach, both locally and internationally, thereby unlocking new opportunities for business growth and revenue generation. However, in Koholimombono Village, many MSMEs still lack the necessary knowledge and skills to effectively utilize digital media as a tool for online marketing.

To address this gap, our community service team (PKM team) has designed a structured training program that combines theoretical knowledge with practical applications.

Participants will be introduced to core digital marketing techniques and guided through step-by-step implementation, from creating digital marketing accounts to actively managing their online presence. Additionally, the training includes detailed sessions on pricing strategies, ensuring that MSME actors understand how to accurately calculate production costs and determine competitive selling prices.

The training sessions are structured as follows:

- a) First session: Introduction to Digital Marketing, covering definitions, objectives, available media, key advantages, strategic approaches, types of digital marketing, implementation steps, and expected benefits.
- b) Second session: Pricing Strategies and Market Analysis, including methods such as Cost Plus Pricing and Markup Pricing, alongside market research, competitor analysis, target market segmentation, added value calculations, distribution cost considerations, and market trend analysis.
- c) Third session: Global Marketing Strategies, focusing on digital advertising, social media marketing (Facebook, Twitter, Instagram, Marketplace), email marketing, website optimization, and practical implementation through guided video tutorials.



Figure 1. Implementation of PKM Activities in Koholimombo Village

Figure 1 illustrates the implementation of PKM activities in Koholimombo Village, showcasing both the preparatory and execution phases of the digital marketing training program. The left-side image captures a coordination meeting between the PKM team and local stakeholders, discussing the planning and execution strategies to ensure the program's effectiveness. Meanwhile, the right-side image depicts the training session where MSME participants, alongside facilitators, engage in interactive learning on digital marketing strategies. The banner in the background emphasizes the community empowerment initiative, reinforcing the program's objective of enhancing MSME competitiveness through digital transformation. These images highlight the collaborative efforts between academics, students, and local entrepreneurs, ensuring that the training is both strategically planned and practically implemented for sustainable business growth.

Based on the implementation and evaluation of this activity, the identified challenges, proposed solutions, and expected outcomes are systematically outlined in Table 1. This structured representation provides a comprehensive overview of the key issues faced by MSMEs, the strategic interventions introduced, and the measurable targets established to assess the effectiveness of the digital marketing training. By addressing knowledge gaps, pricing strategies, and product innovation, this initiative aims to enhance MSME

competitiveness and market adaptability, ensuring long-term business sustainability. The details are presented in the following table:

Table 1. Problem solutions and expected targets

The problem	Solution	Expected target
Lack of knowledge regarding digital marketing	Providing an understanding of what digital marketing is, what it looks like, and how to use it.	80 Percent of Business Actors Are Able to Understand the Use of Online-Based Media in Selling Their Products
Lack of understanding regarding product selling price calculations	Providing understanding and practicing selling price calculations according to theory	80 percent of business actors understand how to calculate the selling price of their products correctly
Lack of innovation in the products produced	Providing knowledge and understanding on how to innovate or diversify products so that they are attractive to sell and have high selling value.	80 percent of business actors understand how to innovate the products they produce so that they have a high sales value.

The results presented in the previous table highlight that 80% of participants successfully developed a deeper understanding of digital media utilization, selling price calculations, and product innovation. However, knowledge alone is insufficient; practical application is crucial for ensuring effective digital marketing implementation. Many MSMEs still face challenges in optimizing platforms such as Instagram, Facebook, and e-commerce marketplaces, requiring a more hands-on approach to fully harness their potential. Through interactive training sessions, participants were not only introduced to digital marketing strategies but also actively engaged in applying these concepts within their business operations.

By integrating social media and e-commerce, MSMEs expand their market reach, connecting with customers locally and internationally. This digital presence creates new growth opportunities while increasing revenue potential. However, to ensure long-term success, ongoing monitoring and follow-up sessions play a vital role in helping participants overcome implementation challenges. These sessions allow MSMEs to report progress, address difficulties, and receive expert guidance, ensuring they remain on track with their digital transformation journey.

Beyond the immediate benefits, the implementation of this training program is expected to yield significant long-term impacts on MSME performance. Increased sales, market competitiveness, and customer engagement demonstrate that investing in digital skills and marketing technology is not just an option, but a necessity in today’s fast-evolving business landscape. By continuing to apply digital marketing strategies, MSMEs will enhance their resilience, stay ahead of industry shifts, and contribute more actively to Indonesia’s economic development.

To solidify these achievements, post-training monitoring and systematic follow-ups are essential. The Routine Follow-Up Session method serves as a structured framework for evaluating progress, refining strategies, and ensuring continuous improvement. This approach guarantees that participants not only acquire theoretical knowledge but also apply it effectively, leading to sustained business growth, increased adaptability, and long-term success in the digital economy.

4. Discussion

Digital marketing is a marketing strategy that uses information technology that continues to develop. To create the right digital marketing strategy, businesses must consider internal and external factors. Digital marketing is not a technology-focused idea. Instead, it is an idea for entrepreneurs, namely how they see entrepreneurs and use technology to build relationships with customers and increase sales of their products. The number of people using the internet offers new opportunities for SMEs. Human civilization has undergone many changes as a result of rapid technological advances and globalization, which have brought technological developments in a completely digital direction. Pratiwi, Ellyawati, & Permatasari (2022) stated that it potentially makes it easier for consumers to obtain all kinds of information about products and ease of transactions via the internet.

Over the past two decades, digital marketing has transformed the marketing world through various media and tools, such as social media, radio, television, SMS, email, search engines, websites, mobile apps, and electronic billboards. The use of new tools and techniques in digital advertising and marketing has increased convenience, reach, cost-effectiveness, and the ability to transcend distance and time (Buhalis & Volchek, 2021; Dwivedi et al., 2021; Herhausen et al., 2020; Chaffey, 2019; Petrescu et al., 2020). Digital marketing leverages technologies such as the Internet of Things (IoT) and artificial intelligence (AI) to achieve the marketing goals desired by businesses and their customers. As a result, digital marketing has led to a more informed, empowered, and connected customer base in both virtual and real-world settings (Krishen et al., 2021).

In this ever-evolving environment, digital marketing is also becoming one of the options for marketing. After knowing how the business is in a particular market and creating a marketing strategy that can be implemented, business owners can start planning a digital marketing strategy, namely a digital marketing strategy. According to Elida (2019) in (Khairunnisa, 2022), the most significant part of the entire marketing mix is a marketing strategy that uses digital technology.

Micro, small, and medium enterprises (MSMEs) in various countries, both developed and developing, still require innovative marketing strategies, greater potential, and competitive advantages (Umami et al., 2023). Therefore, it is essential to provide MSME actors and the public with a broad understanding and insight into how to implement digital marketing to enhance product sales. Additionally, MSMEs must adopt sustainable practices to address environmental issues and cater to environmentally conscious markets. By doing so, MSMEs can effectively meet consumer needs (Biswas et al., 2022; Gani et al., 2022; Tjahjadi et al., 2020).

The increasing number of MSMEs utilizing digital marketing provides concrete evidence of its numerous benefits and advantages (Alimuddin, 2023). The advantages of digital marketing include the following (Bambang & Abdur, 2019):

- a) Targets can be set according to demographics, domicile, lifestyle, and even consumer habits.
- b) The results will be seen more quickly so that MSMEs can take action to change how they market their products.
- c) The use of costs for promotion will be more efficient than conventional marketing.
- d) Wider reach because it is not geographically limited so it can be accessed at any time without time limits.

- e) Engaging or reaching consumers because communication occurs directly and in two directions so that MSMEs can build relationships and grow consumer trust.

There is substantial evidence demonstrating the impact of digital marketing on MSME businesses. According to Pradiana, the use of digital marketing enables MSMEs to communicate more intensively, effectively, and efficiently with customers and suppliers. Transactions also become easier and more cost-effective, requiring only credit or data packages. Additionally, digital marketing allows businesses to offer various attractive promotions, such as discounts and cashback. Promotional strategies like price reductions or discounts can significantly boost sales, as they appeal to customers. Cashback and discounts also play a crucial role in attracting customers to make purchases (Jasri et al., 2022).

This activity is specifically aimed at the community in Koholimombono Village, Wajo Market, Buton Regency. A local community-focused approach allows for the adjustment of marketing strategies that are more relevant to the needs and characteristics of local communities. This activity not only discusses digital marketing theory but also provides practical training to MSME actors. This includes the use of social media and digital platforms for promotion, which aims to improve participants' practical skills and knowledge. In its implementation, this activity prioritizes local products and local cultural wisdom in marketing strategies.

Based on the background, it states that MSME actors on average do not understand how to use digital marketing techniques, how to calculate the actual selling price of a product, how to shape a product to have high selling value both in terms of taste and packaging. MSME actors in Koholimombono Village produce fish meatballs, shredded meat, crackers, and so on. Currently, the sales activities of this industrial product are traditional, they make products only based on orders and market them traditionally by word of mouth.

To address these challenges, a structured digital marketing training program was implemented to enhance MSME actors' capabilities in utilizing online platforms, pricing strategies, and product innovation. The primary goal was to equip participants with practical knowledge and hands-on experience in transitioning from traditional marketing methods to effective digital strategies. By incorporating social media, e-commerce, and digital advertising, MSMEs could expand their market reach, improve competitiveness, and increase sales potential. The following table presents a comparative analysis of participants' knowledge, marketing strategies, and technology adoption before and after the training, highlighting the impact of this initiative on their business development.

Table 2. Impact of Digital Marketing Training on MSMEs

Category	Before Training	After Training
Knowledge and Understanding of Digital Marketing	a) Many MSMEs have limited basic knowledge about digital marketing. They tend to rely on traditional marketing methods and are not familiar with concepts such as SEO and social media. b) This lack of understanding results in the inability to take full advantage of digital potential.	a) Training participants gain a deeper understanding of various aspects of digital marketing, including the use of social media and search engine optimization. b) They can design and implement more effective and measurable digital marketing strategies.
Marketing Strategy Used	a) The marketing strategies implemented are generally	a) Participants are able to implement digital marketing

	conventional, such as word-of-mouth marketing, advertising in print media, and direct sales in local markets. b) This approach is limited to a small market reach and is often inefficient.	strategies that include the use of social media, email marketing, and online advertising. b) This allows them to reach a wider audience and increase marketing efficiency.
Use of Technology and Digital Marketing Tools	The use of technology and digital marketing tools is very minimal. This results in the inability to evaluate the effectiveness of existing strategies.	Participants now can use various tools and technologies, including social media platforms.

Comparison before and after training shows that digital marketing training is very effective in improving the knowledge, skills, and results achieved by MSMEs. By implementing digital strategies, MSMEs are not only able to adapt to market changes but also have the potential to increase the competitiveness and sustainability of their businesses.

4. Conclusion

MSMEs in Koholimombono Village have been trained to use digital marketing and appropriate pricing strategies through this community service program. Most small and medium enterprises (MSMEs) in this village did not understand digital marketing and how to use social media platforms to promote their products before they received the training. After the training, 80% of participants stated that they had a better understanding of digital marketing techniques. The program also successfully taught participants how to calculate the right selling price using the right techniques, which allowed them to set competitive product prices. This success shows that digital marketing training can increase the competitiveness of MSMEs by opening up opportunities to expand the market and increase sales.

However, problems remain, such as difficulties in creating engaging content for social media platforms and limited access to modern technology. Therefore, follow-up activities, such as long-term evaluation and ongoing support, are essential to ensure that the skills learned are applied consistently. To evaluate the long-term impact of digital marketing adoption on MSME growth and sustainability, additional monitoring is needed. Future research should concentrate on the long-term impact of digital marketing adoption on sales and business growth for MSMEs. Comparative studies between MSMEs that have used digital marketing have not been able to provide deeper insights into the effectiveness of digital marketing strategies. In addition, further research is needed to develop practical skills for participants in creating engaging content and advertising. With proper follow-up, it is hoped that MSMEs will continue to optimize digital technology to expand markets and increase competitiveness, which ultimately contributes more to local economic growth.

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