

# Digital Marketing in the Development of Micro, Small, and Medium Enterprises

Sri Lestari<sup>1</sup>, Riama Al Hidayah<sup>2</sup>, Nuraini Asriati<sup>3</sup>, Mashudi<sup>4\*</sup>, Erwin Sutandar<sup>5</sup>

<sup>1,2,3,4</sup>Faculty of Teacher Education and Science, Tanjungpura University

<sup>5</sup>Faculty of Engineering, Tanjungpura University

\*Corresponding Author: mashudi@fkip.untan.ac.id

**Abstract**—Digital marketing is a promotional activity and market investigation conducted via social networks and other online digital media. Individuals from every corner of the globe can now be connected via cyberspace, in addition to individuals with devices. As the economy enters a period of contraction, the presence of MSMEs is anticipated to stimulate activity. The implementation of marketing principles rooted in digital technology—referred to as "digital marketing"—offers optimism regarding the transformation of MSMEs into economic behemoths. Profit maximization is achieved through collaboration between MSME actors and digital distribution and promotional media. At present, promotional media and distribution media based on digital marketing are utilized by the vast majority of SME businesses, as well as restaurants and fast food establishments. Certain enterprises that aspire to endure in the offline realm are, in fact, gradually declining. MSME actors are most interested in this type of food and beverage business because it contributes to the reduction of unemployment in Makassar City, despite the fact that it operates in the informal sector and is not yet recorded by the Central Statistics Agency. Although still in the condition of the Covid-19 pandemic, the MSME sector continues to attempt to survive by doing various methods, both increasing promotions and providing purchase discounts.

**Keywords**— Digital marketing, small and medium enterprises, profit, promotion, covid-19.

## I. INTRODUCTION

Social media and networks are platforms that are frequently employed in digital marketing. On occasion, the diverse attributes of the social networks that are accessible vary. Facebook, Path, Instagram, and Twitter are platforms that cater to friendships, whereas LinkedIn is a platform that facilitates the discovery and development of professional connections. Electronic mail (e-mail) and text messaging are two additional, more intimate channels. Additionally, one may employ search engines like Google and Yahoo. Furthermore, journals and personal websites can be utilized by businesses.

Data from We are Social, a digital marketing agency in America, writes that the most frequently used social media platforms in Indonesia as of January 2017 are Youtube (49%) and Facebook (48%). by Facebook (48%). Twitter (38%), Instagram (39%), Whatsapp (38%), and Google (38%), respectively, occupy the following positions. Google (36 percent) and 38%. As stated by Kemp (2017), the remaining platforms are FB Messenger, Wechat, Line, LinkedIn, BBM, and Pinterest.

Sri Widowati, Country Head of Facebook Indonesia, said that Facebook users in Indonesia access their Facebook

profiles an average of 80 times a day (Utomo, 2016). She also disclosed data that as many as 45% of internet consumers in Indonesia prefer to purchase online. online. With the proliferation of internet consumers in Indonesia, it is anticipated that this number will further escalate. Indonesia shall be described. This is indicative of the trend among Indonesians towards adopting a digital lifestyle, which is reflected in their behavior.

The momentum of the Indonesian economy is significantly influenced by enterprises, particularly small and medium-sized enterprises (MSMEs), which contribute to domestic income and job empowerment.

In particular, Indonesia excels in the areas of household empowerment and job creation, which bolster household income. Despite the current economic downturn, the presence of MSMEs is anticipated to stimulate the economy. MSMEs have a glimmer of optimism regarding their potential to emerge as economic powerhouses through the implementation of digital marketing concepts based on digital technology.

Unavoidably, we must enter the digital age. MSME participants must utilize the benefits of digital development, according to marketing expert Yuswohadi (Maulana, 2017), if they are to make it through.

Evolutions in digital technology (Maulana, 2017).

Digital technology advancements enable micro, small, and medium-sized enterprise (MSMEs) to engage in online finance transactions and product marketing. Digital technology advancements enable micro, small, and medium-sized enterprise (MSMEs) to engage in online finance transactions and product marketing. Greater emphasis should be placed on the capacity of MSMEs to withstand the effects of global competition. Digital marketing is a promotional activity and market inquiry through digital media online by utilizing various methods such as social networks. Through diverse online channels, including social networking sites. The capabilities of the virtual world have expanded beyond device-to-device connections to include global connections.

Globally, in every corner. Digital marketing which usually consists of interactive and integrated marketing facilitates interaction between products, market intermediaries, and potential customers. Potential customers can search for and obtain product information by simply perusing the internet, which simplifies the search process. Digital marketing, on the one hand, facilitates the monitoring and fulfillment of all the requirements and desires of potential customers by businesses. In light of search results, purchasers are presently exercising a

greater degree of autonomy when it comes to making purchasing decisions. Without regard to time or location, digital marketing has the ability to connect with individuals everywhere.

The advent of digital marketing is an unavoidable consequence of the current era of technological progress and globalization. The digital era has permeated nearly every aspect of life. It is anticipated that all human endeavors, including business operations, will pivot on the digital realm. The expansion of smartphone ownership, which facilitates internet accessibility, the enhancement of telecommunication infrastructure to improve data access quality, and the introduction of 4G services are all indicators that can be utilized at this time. 74% of Indonesian internet consumers utilize mobile devices, per Facebook data (Utomo, 2016). Marketing undoubtedly experiences the effects of the swift advancements in technology, the digital realm, and the internet. Digital marketing is replacing traditional (offline) marketing practices around the globe. Potential consumers can obtain a wealth of information regarding products and transactions through the internet, which makes this digital marketing strategy more promising. for the viability of the Indonesian economy, maintain its ability to prevail. Additionally, it has its share of the human resource component. By enhancing their competitiveness and cultivating their human capital to ensure their sustainability in the ACFTA market, including but not limited to credit distribution (KUR), provision of marketing information access, capacity building for microfinance institutions, and development of information technology, one can devise a survival strategy for micro, small, and medium-sized enterprises (MSMEs).

The Minister of Cooperatives and SMEs, Puspayoga, emphasized that presently SMEs must really utilize the internet as part of the marketing strategy and product identity (Supriadi, 2016). Subsequent to an increase in production and branding, Puspayoga further contends that the internet can boost the sales of MSME products (Supriadi, 2016). Subsequently, MSMEs experienced a surge in output and efficiency. Success and rapid expansion are guarantees for MSMEs that effectively confront the challenges of product quality and continuity. On the cusp of the 4.0 era, it appears that micro, small, and medium-sized enterprises (MSMEs) must utilize digital platforms to increase their competitiveness. Makassar City MSME athletes are not an exception to this rule. Sadly, technology is not being utilized to support the operations of more than 10% of the MSME-classified ecosystem.

Employ technological advancements to facilitate their operational endeavors. One of the challenges is the insufficiency of resources utilized to support digital capacity building. Enhancing product quality to gain a competitive edge, incorporating capital and promotion considerations. The number of MSME participants, as reported by the Makassar City Cooperative and MSME Office, amounts to 16,492 individuals working across diverse sectors. In accordance with Law No. 20 of 2008, the asset and revenue counts of a company are utilized to categorize it as a Micro, Small, or

Medium-Sized Enterprise (MSMEs). From 2013, when there were 54,114,821 business units, to 2015, when there were 56,534,592 business units, MSMEs remained the predominant actors in the business sector, according to a Ministry of Cooperatives and MSMEs source for 2013-2015. In contrast, the number of employees in the Large Business sector was a mere 3,262,023 people in 2015. The province of West Kalimantan, whose capital is Makassar City, is reputed to be home to a significant number of MSMEs.

## II. LITERATURE REVIEW

### *Digital marketing*

Digital marketing as a concept emerged from the utilization of search engines and the internet on websites. In 2001, when internet usage surged, Google and Yahoo dominated the search engine optimization (SEO) market. Internet search usage increased in 2006, and mobile device adoption increased considerably in 2007, both of which contributed to an increase in internet usage. Social media platforms facilitated global connectivity among individuals (Khan & Siddiqui, 2013).

Digital marketing, as defined by the American Marketing Association (AMA), encompasses a range of activities, institutions, and processes that are enabled by digital technology. Its purpose is to generate, convey, and receive value from consumers and other relevant stakeholders (Kannan & Hongshuang, 2016).

Digital marketing, as defined by Chaffey (2013), is the utilization of technology to support marketing endeavors that seek to expand consumer understanding through individualized, customized to meet their requirements.

According to Sawicky (2016), digital marketing is the utilization of digital technology to establish a communication channel with prospective customers in order to accomplish the organization's objectives by satisfying consumer requirements more efficiently.

Digital marketing can be further described as the implementation of marketing strategies through online platforms (Wardhana, 2015). The internet is a highly influential business instrument. Roger disclosed the following characteristics of the internet in Rahardjo (2011): 1. Interactivity refers to the capacity of technological devices to enable interpersonal communication, such as face-to-face interaction; 2. Demassification pertains to the ability to exchange messages with a large number of participants; 3. Asynchronous communication technology pertains to the capability of sending and receiving messages at the preferred time of each participant.

Social media enables organizations to connect with customers on a more personal level. Social media was divided into two categories by Zhu and Chen (2015) based on the characteristics of connections and interactions: 1. Profile-based, which emphasizes on individual members and is profile-based social media. Social media platforms such as Facebook, Twitter, and WhatsApp facilitate connections between users who are attracted to one another. Content-based social media, on the other hand, emphasize discussions and remarks on the displayed content. Connecting individuals with content from a

specific profile that they appreciate (e.g., YouTube, Instagram, Pinterest) is the primary objective.

#### *Utilization of Digital marketing by SMEs*

According to Stelzner (2012), social media platforms may provide assistance to MSME entrepreneurs in the promotion of their goods. As defined by Stockdale, Ahmed, and Scheepers (2012), social media are a collection of internet-based applications that establish the technological and ideological framework of Web 2.0 and facilitate the exchange and production of content generated by users. A variety of social media applications enable users to connect, communicate, and interact with one another, including social networking sites and instant messaging. With the primary objective of attracting and involving individuals, these applications aim to generate and disseminate online information regarding users' encounters with ingesting specified products or brands. People engagement has the potential to generate profits within a business context.

78% of the competitive advantage of MSMEs in product marketing is impacted by digital marketing strategies, according to Wardhana (2015). with regard to the marketing competitive advantage of MSMEs. The approach comprises the following elements: 1. Provision of product information and guides; 2. Constraint of visual aids, such as photographs or illustrations; 3. Provision of instructional videos capable of visualizing or showcasing the product. 5. Access to online communication with entrepreneurs; 6. Provision of transaction tools and a diverse range of payment media; 7. Availability of consumer assistance and services; 8. Provision of online opinion support; 9. Provision of testimonial displays; 10. Availability of visitor notes; 4. Provision of videos capable of visualizing products or displaying supporting presentations; 5. Provision of attached documents containing information in multiple formats; 13. Products are easily searchable; 14. Brand visibility and awareness can be generated; 15. Prospects and acquisition of new customers can be facilitated; 16. Consumers' perception of the brand can be reinforced.

Digital marketing has numerous benefits, which encompass the following: It is possible to establish objectives based on residential location, habits, demographics, and way of life. Thus, marketers are able to observe results promptly. Marketing professionals are able to promptly identify and implement necessary adjustments or corrective measures in response to perceived inadequacies. Costly in comparison to traditional marketing methods. Since it is not restricted by geography, the reach is broader. Available without temporal restrictions and at any time. Results, such as the quantity of site visitors, can be quantified.

The results can be quantified using metrics such as site traffic and online purchase volume. Additionally, the campaign has the capability of personalization and direct, two-way communication, which enables businesses to establish connections with consumers and fosters trust. Digital marketing does, nevertheless, have the following drawbacks: It is simple for competitors to replicate; It can be exploited by negligent parties; A negative response results in a tarnished

reputation. Internet usage and digital technology are not universal.

The business benefits of social media usage for micro, small, and medium enterprises (MSMEs) were effectively recognized by Stockdale, Ahmed, and Scheepers (2012). These benefits included the establishment of enduring marketing channels, augmentation of both immediate and long-term sales, reduction of advertising expenses by as much as 70%, overall marketing cost reduction, and the generation of a competitive edge. Enhanced brand and product visibility; Marketing simplicity across social media platforms; Public introduction of a company or organization.

#### *Business, Small, and Medium*

The terms "micro, small, and medium enterprises" are defined differently in Law No. 20/2008. Additionally, for each of these categories, Law No. 20/2008 specifies criteria in article 6. regarding each of these business categories (as stated in Article 6). An individual or individual business entity that satisfies the subsequent criteria defines a micro enterprise as defined in Article 1. has a maximum annual sales revenue of IDR 300,000,000 or a maximum net worth of IDR 50,000,000 (excluding land and building costs for the business premises).

Small businesses are productive economic enterprises operated independently by individuals or business entities that are not subsidiaries or branches of larger corporations. Such enterprises are neither owned nor controlled by the larger corporations, nor do they become direct or indirect components of them. small businesses are defined by the following criteria: an annual sales revenue exceeding Rp 300,000,000 and Rp 2,500,000,000, or a net worth ranging from Rp 50,000,000 to Rp 500,000,000 (excluding land and building of the place of business).

Moreover, productive economic enterprises that operate independently, managed by individuals or business entities that are not branches or subsidiaries of corporations that own, control, or become a direct or direct part of the organization, constitute the definition of medium-sized enterprises.

not a subsidiary of a company that is owned, controlled, or associated with a large or minor enterprise, whether directly or indirectly. regarding either a minor or massive enterprise. The following characteristics define medium-sized businesses: whose annual sales revenue exceeds Rp 2,500,000,000. to Rp 50,000,000,000 or whose net worth exceeds Rp 500,000,000 to Rp 10,000,000,000, excluding land and buildings where the business is located.

SME definitions are derived from the quantity of labor provided by the Central Bureau of Statistics (BPS). A small business is an organization with five to nineteen employees, whereas a medium-sized business has twenty to ninety-nine employees. With reference to Decree Number of the Minister of Finance.

According to Decision 316/KMK.016/1994, issued on June 27, 1994, the term "small business" is defined as an organization or individual engaging in business activities with annual sales/omset not exceeding Rp 600,000,000 or assets not exceeding Rp 600,000,000 (excluding occupied land and buildings). This category includes the following: (1) business

entities (including cooperatives, craftsmen/household industries, farmers, ranchers, fishermen, and fishermen); and (2) individuals (excluding occupied land and buildings).

Numerous investigations on MSMEs from a variety of perspectives have been undertaken. The study conducted by Amah (2013) examined the joint impact of Islamic banks and MSMEs on the Indonesian economy. 70% of the total financing in MSMEs, or IDR 58 trillion, came from Sharia financing as of the end of September 2012, according to the findings of his research. Muheramtohad (2017) expressed a similar viewpoint concerning the engagement of Islamic financial institutions with micro, small, and medium enterprises (MSMEs). According to the findings, the majority of financing provided by Islamic financial institutions is directed towards MSMEs. Prawana et al. (2017), meanwhile, investigated the implementation of digital marketing strategies for MSMEs. Few MSMEs actively utilize social media for promotional purposes and have not separated their personal and online store accounts, according to the findings. Moreover, Setyanto et al. (2015) examined strategies for empowering MSME's in the face of ASEAN free trade. The findings revealed that Laweyan Batik MSMEs followed a pattern of growth characterized by product innovation, updates, and the application of social capital through the expansion of business networks.

**Subjects of Research.** A research subject of this study was the MSME community in Makassar City. A total of 54 MSMEs, including both registered and unregistered entities from the Pontianak City Cooperative and MSME Office, participated in the research.

**Data Sources and Types.** Primary as well as secondary sources of information are utilized in this study. The results of direct interviews and questionnaires administered to MSME actors provided the primary data. Pontianak City's Office of Cooperatives and MSMEs provided secondary data.

**Instruments for Research.** This study employs quantitative methods to gather cross-sectional data from MSME actors in order to accomplish research objectives and address the issues raised.

responses from MSME actors serving as cross-sectional data. The information will be gathered via a survey.

**Purposive sampling,** which involves distributing questionnaires to members of small and medium-sized enterprises (SMEs) who express willingness to participate when approached or visited, will be employed to collect the responses from both online and offline surveys. Questions from previous analyses of the impact of digital marketing on the growth of micro, small, and medium-sized enterprises (MSMEs) in Pontianak City formed the basis of the questionnaire.

**Process of Analysis.** The present study employs descriptive statistical methods to analyze the responses to each individual query posed by the participants...

### III. RESULTS AND DISCUSSION

#### *Importance of Digital marketing*

The commencement of the ASEAN Free Market era in 2015 has prompted micro, small, and medium enterprises

(MSMEs) to innovate more frequently in order to advance their operations. MSME participants have the potential to cultivate their businesses through technological advancements amidst the pervasive competition of the digital age.

MSMEs operating in Makassar City are also cognizant of this expanding digital age. Makassar is the location. The survey gathered responses from a sample of 54 MSME participants located in Makassar City. In regard to their business operations, 79% of respondents deemed digital marketing to be extremely essential, 17% deemed it to be important, and the remaining 4% deemed it neutral or not at all important.

This is because they wish to expand their business, and the current state of digital marketing facilitates internet access, which in turn simplifies the process of promoting their company. Facilitating their company's promotion efforts. SMEs benefit not only from the simplicity of promoting their enterprises but also from the convenience of conducting transactions with customers virtually, eliminating the need for physical presence.

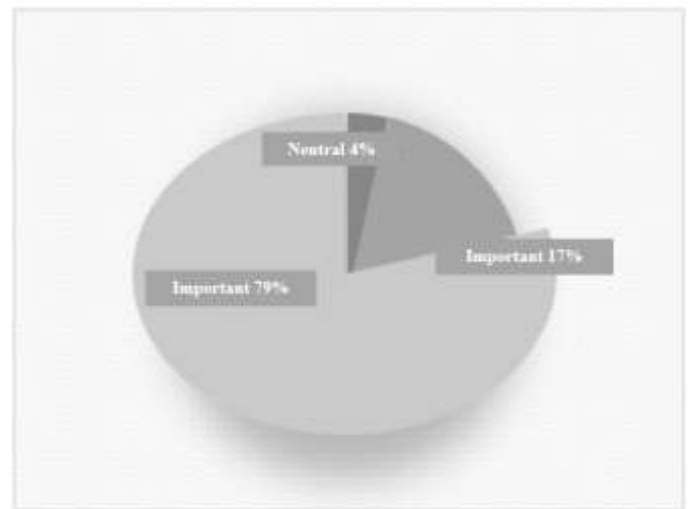


Figure 1. The importance of marketing

The readiness and consciousness of micro, small, and medium-sized enterprise (MSMEs) in Makassar City to adopt digital marketing necessitates, of course, a corresponding augmentation in the infrastructure and facilities required to execute digitalization initiatives. The Makassar City administration has been assigned the task of enhancing the telecommunication infrastructure in Pontianak City. In 2018, 38.32% of the male population and 35.93% of the female population aged 5 years and older in West Kalimantan Province had utilized the internet within the previous three months, according to data from BPS Indonesia.

#### *Business Type*

Micro, Small, and Medium Enterprises (MSMEs) have experienced growth in tandem with the digital revolution. This is evidenced by the abundance of food and beverage, apparel, and hobby-related enterprises in Makassar City. include refreshments, apparel, and pastimes. Although it is not limited

to a single business type, digital marketing is applicable to a wide range of organizations.

64.81% of the total 54 respondents are engaged in the food and beverage industry; 16.67% are in the apparel industry; 9.26% are in the pastime sector; and the remaining 5.21 percent are in other industries. A minimum, this proves that the food and beverage industry comprises the majority of Pontianak City's MSME sector. As Pontianak City is one of the developed cities in the Eastern Indonesia Region, this pattern emerges, accompanied by a transformation of the community's attributes as the bustle of a major metropolis begins to impact it. Residents of Pontianak City are now being impacted by major metropolitan areas.

In response, MSME participants produce goods and services that cater to the fundamental requirements of the community, specifically beverages and food, while also employing digital marketing strategies to promote their products. Responding to changes that occur in Pontianak City with the optimal combination



Figure 2. Business Type

*Promotional Media used*

Digital media platforms or applications play a crucial role in the existence of digital marketing. This is obviously intended to facilitate the promotion of products by MSME participants. Indonesia is recognized as one of the countries with the most social media-active populations, with an approximate population of 285 million. Such a sum of money is sufficient for micro, small, and medium-sized enterprise (MSMEs) to promote their products via widely used social media platforms. For instance, YouTube, Facebook, Instagram, and WhatsApp. The subsequent emergence of online motorcycle transportation platforms or applications, such as Gojek and Grab, served as a forum for the distribution and promotion of products to consumers.

35% of respondents utilize Instagram, 33% utilize WhatsApp, 22% utilize Facebook, and 6% and 4% utilize Go Food and Grab Food, respectively, according to the results of the questionnaire. Social media usage is predicated on the fact that individuals and consumers in Pontianak City also make extensive use of these platforms. In 2019, there are 1,541,418 female residents and 1,511,936 male residents in Makassar

City. Concerning the utilization of social media in this manner, MSME participants must develop consumer-communicative product promotions that are visually appealing.

Concerning the utilization of social media, MSME participants cite a variety of intentions. Social media is widely utilized as a means of communicating with consumers, is cost-effective, and enables targeted product promotion. Additionally, it enjoys widespread public popularity and accessibility. Product promotion is undeniably facilitated for MSMEs by the convenience that social media platforms offer. Promotion, along with product, price, and place, is one of the four elements that must be taken into account in product marketing, according to the marketing mix in marketing management theory.

*Distribution Methods*

Digital marketing is likewise impacted by distribution methods in the current age of globalization. Digital marketing techniques have even begun to permeate distribution methods. MSME participants in Pontianak City are also concerned with product distribution. Presently, an assortment of platforms exist for the distribution of goods, including online applications for motorcycle taxis and services for the conveyance of goods.

According to the questionnaire findings, the following percentages of businesses utilized online motorcycle taxi distribution services: 17 businesses (31% of respondents) utilized Gojek; 15 businesses (27% of respondents) utilized TIKI; and 3 businesses (5% of respondents) utilized SSI FAST.

Online Maxim motorcycle transportation service. This distribution approach offers MSME actors convenience in the process of delivering products to consumers. The consideration of product distribution by MSME actors is imperative, as distribution incurs expenses as well. Consequently, MSME actors should employ distribution methods that minimize production costs while maintaining a focus on expediency and precision in product distribution.

Utilizing the aforementioned distribution methods in Makassar City serves multiple purposes, such as facilitating product distribution, enhancing consumer appeal, reducing costs, and facilitating online sales through the utilization of online motorcycle taxis as promotional agents. Well-liked by consumers, advantageous for online sales, and more functional. Including sixteen subdistricts, Makassar City encompasses a considerable area. MSME actors benefit greatly from the availability of digital distribution methods when it comes to marketing and distributing the products they manufacture.

*Impact Of Covid-19*

The business world will face an abundance of challenges in 2020. A worldwide economic setback was encountered this year as a result of the ongoing COVID-19 pandemic. Initially characterized as a health sector crisis, this incident progressively transformed into an economic crisis that had an impact on nearly every nation globally.

Indonesia remains embroiled in a state of war against the covid-19 pandemic, much like other nations. The second quarter of 2020 witnessed a deceleration of 5.2% in Indonesia's economic growth. Undoubtedly, this signifies a deteriorating state of the Indonesian economy. The City of Pontianak is a major contributor to the 3.87% contraction in South Sulawesi's economy. Undoubtedly, the city of Pontianak's MSMEs are being profoundly affected by this economic downturn.

Persisting 74% of respondents, according to the questionnaire, Covid-19 and its variants are present. 26% were unaffected by the Covid-19 pandemic. The economic repercussions of Covid-19 have emerged from its initial health-related dimension. Due to the perpetual pandemic, numerous MSME actors have been compelled to cease operations. Undoubtedly, when economic activity impacts health, externalities will invariably ensue. You compare it to snacking on a fruit salad. The majority of people depend on activities outside the household to survive, despite the fact that the government wants to prevent the spread of the Covid-19 virus by requesting that people reduce their outdoor activities.

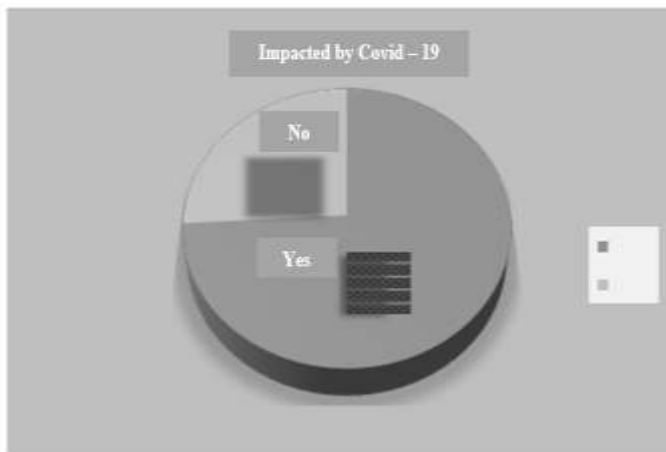


Figure 3. Impacted by Covid – 19

MSME actors are undertaking diverse endeavors to ensure their survival amidst the ongoing pandemic. The majority of MSMEs achieve this by increasing social media promotions, offering sales discounts, bundling products, or even being compelled to drastically reduce staff. The MSME sector is anticipated to endure the pandemic and has the potential to stimulate the Indonesian economy. MSMEs can empower the community surrounding their location while continuing to contribute to the regional and national economies despite having a small workforce.

Positive effects of digital marketing on the growth of MSMEs in Pontianak City. Employing this sector of the food and beverage industry, which is still unrecorded by the Central Statistics Agency, this industry is beneficial for reducing

unemployment in Pontianak city and is the most prevalent among micro, small, and medium-sized enterprises (MSMEs). To maximize profits, MSME actors collaborate on digital-based distribution and promotional media. Instagram is the most widely utilized promotional medium, whereas Grab's online motorcycle transportation is the most widely utilized distribution medium. The utilization of social media and media attribution is justified by the increased consumer popularity of these two platforms in the current 4.0 era, which facilitates the promotion and distribution of products for micro, small, and medium enterprises (MSMEs). Despite remaining in the midst of the COVID-19 pandemic, the MSME sector persists in its efforts to sustain operations through diverse strategies, including augmenting promotional activities and offering reductions on purchases.

#### REFERENCES

- [1]. Amah, Nik. 2013. Bank Syariah dan UMKM Dalam Menggerakkan ROda Perekonomian Indonesia: Suatu Kajian Literatur. *ASSETS: Jurnal Akuntansi dan Pendidikan, Volume 2, Nomor 1*.
- [2]. Badan Pusat Statistik Kota Makassar. 2020. <https://makassarkota.bps.go.id/>
- [3]. Kannan, P.K., & Hongshuang, L. (2016). *Digital marketing: A Framework, Review and Research Agenda. International Journal of Research in Marketing*.
- [4]. Kemp, S. (2017, February 16). Retrieved February 18,2017, from <http://wearesocial.com>
- [5]. Khan, F., & Siddiqui, K. (2013). The Importance of *Digital marketing: An Exploratory Study to Find The Perception and Effectiveness of Digital marketing amongst The Marketing Professionals in Pakistan. Journal of Information Systems and Operations Management, 1-8*.
- [6]. Maulana, Y. (2017, 2 6). <http://swa.co.id/swa/csr-corner/>
- [7]. Muheramtohad, Singgih. 2017. Peran Lembaga Keuangan Syariah dalam Pemberdayaan UMKM di Indonesia. *Jurnal Ekonomi dan Perbankan Syariah Muqtasid, 8(1)*. DOI: <http://dx.doi.org/10.18326/muqtasid.v8i1.65-77>
- [8]. Purwana, Dedi., Rahmi, dan Aditya, Shandy. 2017. Pemanfaatan *Digital marketing* Bagi Usaha Mikro, Kecil, dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM), Vol. 1, No. 1*. DOI: [doi.org/10.21009/JPMM.001.1.01](http://doi.org/10.21009/JPMM.001.1.01)
- [9]. Rahayu, E. M. (2012, March 19). <http://swa.co.id/swa/trends/marketing/>
- [10]. Setyanto, Alief Rakhman., Samodra, Bhimo Rizky.m dan Pratama, Yogi Pasca. 2015. Kajian Strategi Pemberdayaan UMKM dalam Menghadapi Perdagangan Bebas Kawasan ASEAN (Studi Kasus Kampung Batik Laweyan). *Jurnal Etikonomi, Volume 14(2)*.
- [11]. Stelzner, M. (2012, April). How Marketers are Using Social Media to Grow Their Business
- [12]. Stockdale, R., Ahmed, A., & Scheepers, H. (2012). Identifying Business Value from The Use of Social Media: An SME Perspective. *Pasific Asia Conference on Information Systems*. Association for Information System Electronic Library
- [13]. Utomo, R.M. (2016, October 20). <http://m.metrotvnews.com/teknologi/news-teknologi/>
- [14]. Wardhana, A. (2015). Strategi *Digital marketing* dan Implikasinya pada Keunggulan Bersaing UKM diIndonesia.
- [15]. Undang – Undang No. 20 Tahun 2008 Tentang Usaha Mikro, Kecil, dan Menengah