



## Micro, Small, and Medium Enterprises' Digital Marketing Strategy in Cimekar Village, Bandung Regency

<sup>1</sup>I Nyoman Tri Sutaguna, <sup>2</sup>Syamsu Rijal, <sup>3</sup>Chevy Herli Sumerli A., <sup>4</sup>Geofakta Razali, <sup>5</sup>Muhammad Yusuf

<sup>1</sup>Universitas Udayana

<sup>2</sup>Universitas Negeri Makassar

<sup>3</sup>Universitas Pasundan

<sup>4</sup>Institut Ilmu Sosial dan Manajemen STIAMI

<sup>5</sup>STIA Bandung

Email : <sup>1</sup>[trisutaguna@unud.ac.id](mailto:trisutaguna@unud.ac.id), <sup>2</sup>[syamsurijalasnur@unm.ac.id](mailto:syamsurijalasnur@unm.ac.id), <sup>3</sup>[chevy.herlys@unpas.ac.id](mailto:chevy.herlys@unpas.ac.id), <sup>4</sup>[faktageo@gmail.com](mailto:faktageo@gmail.com), <sup>5</sup>[muhammadyusuf@stiabandung.ac.id](mailto:muhammadyusuf@stiabandung.ac.id)

\*Corresponding Author(s) Email : <sup>1</sup>[trisutaguna@unud.ac.id](mailto:trisutaguna@unud.ac.id)

### ABSTRACT

The slow growth of Micro, Small, and Medium Enterprises in rural areas has resulted in low sales volume. Despite the fact that MSMEs provide employment opportunities for rural communities, they do not eliminate poverty or unemployment. To make the most of digital media, solid digital marketing strategies and concepts are required. Digital marketing is the use of social media networks to conduct promotional activities and map digital markets. Digital marketing ideas can bring geographically dispersed parties together by using computers or other electronic equipment. The goal of this research project is to identify the most effective digital marketing tactics for the growth of MSMEs in Cimekar village, Bandung regency. The descriptive qualitative research method was used in this study. The data for this study is gathered through observations, interviews, and secondary sources such as books, journals, and articles. According to the findings of this study, MSMEs' productivity growth in Cimekar Village has been negative. Even if a website for an online business has already been created, not everyone has implemented a digital marketing strategy. As can be seen, the digital marketing strategy has received little attention from MSMEs in Cimekar Village, Bandung Regency. So it is hoped that MSMEs in Cimekar Village, Bandung Regency, will be able to adapt to changing times by selling online using digital marketing strategies. not everyone has implemented a digital marketing strategy. As can be seen, the digital marketing strategy has received little attention from MSMEs in Cimekar Village, Bandung Regency. So it is hoped that MSMEs in Cimekar Village, Bandung Regency, will be able to adapt to changing times by selling online using digital marketing strategies. not everyone has

### Article History:

Reviewed : 15 January 2023

Revised : 22 February 2023

Accepted : 10 March 2023

### DOI Prefix :

<https://doi.org/10.55606/bijmt.v3i1.1287>

implemented a digital marketing strategy. As can be seen, the digital marketing strategy has received little attention from MSMEs in Cimekar Village, Bandung Regency. So it is hoped that MSMEs in Cimekar Village, Bandung Regency, will be able to adapt to changing times by selling online using digital marketing strategies.

Keywords: Micro, Small and Medium Enterprises (UMKM); *Digital Marketing*; *Sales online*

## **Introduction**

Micro, Small and Medium Enterprises (MSMEs) are businesses that are owned and operated by one or more people. Community members will benefit from the growth of micro, small, and enterprises (MSMEs), which will create jobs and eradicate poverty and unemployment. Without a job, the people of the hamlet decided to open their own business by taking advantage of existing potentials and opportunities (Triyono, Hermanto, and Suwaji 2020). According to Awali and Rohmah (2020), Indonesian MSMEs are the largest contributor to GDP and a mainstay in absorbing unemployment and substituting consumer goods manufacturing (Zanuar Rifai and Meiliana 2022) Quoted in (Menkominfo, 2022) MSMEs contribute more than 60 percent. Traditional print media is also suggested by Cant, MC and Wiid (2016). Traditional marketing, on the other hand, is considered less successful by many business actors.

The retail industry, as well as the economy as a whole, is heavily impacted by digital advances in globalization. Today's retail markets, large and small, large and micro, have all seen their revenue fall victim to the coronavirus. Despite advertising the convenience of buying, individuals in the digital age are still wary and prefer to make purchases online or via media apps, nonetheless (Nisa and Tamzil 2021).

To build client loyalty and increase online sales, small and medium enterprises (SMEs) must have strong marketing strategies and ideas before using digital marketing media (Hutami et al. 2019). When a small business has access to the internet, is active on social media, and is able to expand its e-commerce capabilities, it generally reaps the financial, employment, innovation, and competitive benefits that accompany this activity. Many SMEs, on the other hand, have not yet adopted the new technology. especially when it comes to digital media) (Naimah et al. 2020).

Digital marketing is the use of social media networks to carry out promotional activities and map digital markets. By using computers or other electronic equipment, digital marketing ideas can bring geographically diverse parties together. The integrated interactive marketing approach that



brings together producers, customers and the market as a whole is known as digital marketing. By using a plan that leverages technology, companies will be able to more easily contact their target market (Sasa et al. 2021).

To implement digital marketing is required Social media marketing is social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recall and action for a brand, business, product, person or other entity and is carried out using Web tools social media, such as blogging, microblogging, social networking, social bookmarking, and content sharing (Gunelius, 2011). Then a search engine optimization (SEO) strategy is needed which is defined by Ledford (2009) cited by Arifin et al., (2019) as a search technique that uses keywords or phrases that contain indicators contained in web pages, the information will be indexed by the engine.

An equally important strategy, namely email marketing, is defined by Fariborzi, (2012) as the preferred contact method for businesses that want to cut expenses, connect with buyers and increase profits. But as the dynamic world of marketing progresses, analysts have identified some drawbacks to email marketing which have made alternatives such as direct marketing campaigns or text campaigns look more attractive. Then affiliate marketing or what is often referred to as affiliate marketing. In this respect it has become an absolute source of acquiring customers and any entrepreneur will be able to create a network which will help to affiliate with any organization which will ultimately help in getting referrals from customers through his site irrespective of any place,

Apart from building brand recognition, digital marketing can also be used to determine which social media platforms to use as well as develop messages and decide on various promotional strategies (Oktafiyani, F and Rustandi 2018). Thus, the business will be able to function at its best. There must be a separate identity for each IKM activist to differentiate it from the others. Defining individual or group identity can be done in various ways (Saudah, S., and Adi 2018).

The growth of the digital world and the internet, in particular, has opened up new avenues for small and medium enterprises (SMEs) to offer their products and services. Digital marketing is a viable marketing strategy in the current economic climate (Harahap, Dewi, and Ningrum 2021). Social media, such as Facebook, is a common medium for digital marketing efforts. Social media platforms like Instagram, WhatsApp, Twitter and so on all have unique features that allow businesses to promote and sell their products and services. The use of technology in marketing is very important

for small companies to survive (Alford, P and Page 2015). Google My Business is a digital media platform that small and medium businesses can use to enhance their product promotions (Ridwan et al. 2019). Therefore, It is very important to pay attention to the growth of MSMEs. The profitability of MSMEs can be increased by using online marketing strategies (Setiawati, I and Widyartati 2017).

The increased use of the internet and smartphones has pushed the use of digital marketing to a higher level (Abdurrahman et al. 2020). Digital marketing plans can increase the competitive advantage of MSMEs in selling their products by up to 78%, according to Wardhana (2015), referred to by Syifa et al. (2021). To provide a competitive advantage for MSME actors, this approach involves disseminating digital marketing tactics through the use of social media. This is important because it can teach them how to grow their customer network by utilizing social media to advertise their products. Especially during the current Covid-19 pandemic, it is an uphill struggle, but the existence of MSMEs using internet marketing is not worth the trouble. On the other hand, MSMEs are considered to have the potential to boost the Indonesian economy. To help MSMEs in rural areas to become centers of economic power, a digital technology-based marketing approach is needed.

According to the Central Bureau of Statistics, Indonesia's e-commerce market has grown by 17 percent over the previous decade. There are 26.7 million e-commerce users in the United States. In 2018, the Indonesian e-commerce market grew very rapidly. The growth of small and medium enterprises helps maintain a healthy balance in this situation. Many small businesses have made the leap to do all their transactions electronically. According to research, the online shopping habits of millennials and members of generation Z play an important role in Indonesia's e-commerce growth. At Internet retailers, this generation doesn't like relying solely on word of mouth and price comparisons. Before making a purchase, people look at the promotional features and programs offered by online retailers. Besides that,

One of the villages that attracts researchers is Cimekar Village because with so much potential in this village, the community still doesn't know online sales techniques. Then the problem is in Cimekar Village, Montong sub-district, Bandung Regency, which is also a village area located in the middle of a protected forest area, namely that many people from Cimekar Village have great potential, but have not been well educated about marketing and obtaining information in the Industrial Revolution 4.0 era using digital media. For example, only some people use the Facebook platform to sell their products. There are still many people who still rely on marketing from offline or only shops so that product marketing is still local and traditional and business opportunities in the global era are not fully understood, this is mainly related to the sale of processed products and



agricultural and plantation derivative products in the area. So that it is necessary to use digital marketing by the community in Cimekar Village, Montong District, Bandung Regency, East Java.

According to Malik (2018) quoted by Supriyanto, (2019) there are five stages that are formulated, namely "prepatory, presence, digital marketing, transaction and autonomy." Based on this, it is necessary to develop a digital village development plan. Coming Community has the potential to transform into a digital village. In Bandung Regency, the city serves as a hub for small businesses. The digital village development plan is projected to be developed in Cimekar Village, a relatively large MSME industrial village in Bandung Regency.

### **Research Methods**

Qualitative methodology is used in this research. Sugiyono (2018: 16) claims that the qualitative research method is positivist-based and is used to research the conditions of natural objects (as opposed to experiments), where researchers are the key instrument, with in-depth interview data collection techniques, data analysis is inductive/qualitative. He claims that the main source of data in qualitative research comes from informants through their words and actions, with a balance of additional data, such as related documents, books, journals, and also supporting regulations (Lofland in Moleong 2016: 157). Researchers investigate and explain events that occur in small and medium industrial villages by going directly to the location and seeing it first hand. The industrial tourism village of Cimekar, Bandung Regency, was used as a research location. In Cimekar Community, researchers conducted structured interviews with respondents from SMEs and digital village managers. Then the researcher manages the data by conducting interview transcripts, selecting important data and selecting data for use by researchers.

### **Results and Discussion**

Based on the results of research conducted by researchers. Researchers have conducted observations and interviews with SMEs in Biringin Village, Bandung Regency. According to Malik (2018) cited by A. Supriyanto and Hana (2020) explains the theory of digital village development strategies. In this case, if applied in Biringin Village, Bandung Regency, it can be further explained as follows:

- a. Prepatory. This stage is the initial stage in developing a strategy, and is only carried out

during the digital village development process. This is done by preparing MSME actors to handle its own marketing. As the results of interviews conducted by researchers with MSME actors in Beringin Village stated that:

*"Marketing carried out by MSMEs in Beringin Village is mostly done by word of mouth and shops in front of the house".*

Of course, it is necessary to introduce digital marketing strategies to MSMEs in Cimekar Village. Because information technology is developing rapidly, business changes are changing without realizing that we are already living side by side, the market share is mostly a concern, and even some large companies are closing. The existence of this information technology has disrupted the existing market, one might even say disrupting the existing business order (old marketing strategy).

- b. Presence. At this stageshows the steps to introduce SMEs to digital marketing. Active participation of MSME actors in assistance programs in the use of digital marketing technology. So it is necessary to have the presence of economic actors who take their time for the success of their business. There is already a desire to move forward and develop MSME actors in Beringin Village. Because in the mentoring process carried out by researchers, many residents also attended to obtain information related to marketing strategies such as the use of digital marketing, e-commerce and product development.
- c. Digital marketing. By using digital marketing, the process of product marketing and product distribution can be done based on where you live. Based on the results of interviews conducted by researchers with local MSMEs, it was stated that: "Only a few MSMEs sell using the marketplace, only on Facebook". It can be seen that there are already some people who are literate in using technology to market the products they sell.

Transaction Integration. The transaction process is carried out in this phase, so it is important for business actors to understand it so they can make transactions using electronic transactions. Based on the results of interviews conducted by researchers with local MSME actors, it was stated that: "Only some people understand the use of ATMs, mobile banking or bank transfers. like that. Because most parents don't know, so support from young people is needed to support it, from other parties as well." Knowing this statement, MSME actors must know trading procedures which are basically easy, but are challenging steps because they change old/traditional habits. As long as these electronic transactions are used in the



right way, MSME actors will benefit widely. So that MSME actors need to understand and know that the use of electronic transactions is safe

- d. **Autonomy.** At this stage, MSMEs begin to transform themselves into e-MSMEs. It is hoped that MSME actors will be able to participate and compete in e-commerce at this level. Based on the results of interviews conducted by researchers with local MSME actors, it was stated that: "The desire to progress among the residents of Cimekar Village is there, it's just that it really takes time and process considering that there are still many obstacles that occur in the community. So that with the assistance provided by Mr. Novi and the team, hopefully it can have a good impact on MSMEs in Cimekar Village ".

Knowing this statement, it can be seen that the ability of MSMEs to run a digital business is one of the elements that can be determined at this time. Adaptive capital in the face of changing market conditions and competition. The potential obstacle is the large number of MSMEs with many members, and the continuous tug-of-war makes it difficult for programs run by the MSME community to prioritize. It is important to realize that other business actors will let each other go if the support from the MSME Group does not materialize. To create a digital village, MSME members need to maintain open lines of contact to share information and learn from one another, as well as assess and solve problems faced by MSME stakeholders.

- e. **Preparatory.** Preparatory This is the initial stage in developing strategies, and only carried out during the digital village development process. This stage is carried out by preparing MSME actors to handle their own marketing. This is done by MSME actors or with the assistance of families who are technologically literate.

Products sold traditionally are limited, narrow in scope, have distribution areas within a certain radius, and if you want to sell your products in other areas in the traditional way, you have to pay high costs. Doing this continuously will affect the source of the costs incurred. Digital marketing, on the other hand, minimizes the process and costs zero. Or you can simply take a photo of your product and post or give away on social media, saving you nothing. Moral and material support is needed for these economic actors to take part in existing competitions from academics, government agencies, as well as trade and industry

services to provide support to MSME players. Because MSMEs can compete in business and the number of online sales transactions increases,

It is hoped that MSME actors will have the confidence and enthusiasm to run their business if they can overcome the obstacles they face and find solutions. The stages of this activity can be in the form of discussions and consultations regarding digital trading. This can only be done with a smartphone and currently at a relatively affordable conditional price. As digital business developments change rapidly, communication and discussions with MSMEs need to be focused. The media used continues to change from time to time in response to social trends. Therefore, there is a need for a shift from traditional marketing to online marketing or commonly called digital marketing. This is in accordance with previous research by Az-zahra (2021), which found that the application of digital marketing had an influence on the growth of MSME marketing.

- f. presence. presence is a step to introduce SMEs to digital marketing. From social media to e-commerce learning, the Indonesian market is increasingly trusting products as it minimizes fraud and forms of fraud in the process of buying and selling online transactions are increasing. This is in accordance with Dermawan and Primawanti's research (2020) which found that MSME actors face quite tough challenges in transforming their businesses to digital in order to promote their products. This is done so that SMEs can survive and develop.
- g. digital marketing. The increasing number of internet users in Indonesia is a breath of fresh air for company owners who want to offer their products to the wider community. This can be interpreted that the greater the number of internet users, the greater the market share that will be entered for product distribution. The buying habits of people who have moved to electronic transactions provide an excellent opportunity to serve as a model for new companies. So that in the end the goals of business people who want to make a lot of money can be achieved because personal items can be sold without going through the distribution chain and without having to pay property rental fees which are getting more expensive with the years.

This level of digital marketing uses the method of teaching how to generate emails that will later be used to advertise something. Teaches how to use email, starting from writing and moving on to promoting things using email marketing. Interactions that can be carried out through face-to-face techniques and sending emails as a way to increase the efficiency of the marketing process itself. It's important to provide the address and type of business on





Google Maps; consequently, when one searches for a map, it will suggest what to expect; and this is also a medium to introduce its products to people who access Google Maps and inform Google Map users about the whereabouts of the business.

Social media is taught to promote goods, and creating a social media account starts with creating a Facebook account because users are among the highest in Indonesia, and the reach is also bigger because almost everyone on this planet uses it. Marketing on Facebook can be done for free or paid using Facebook ads. Of course, there are advantages and disadvantages to consider when deciding on a method to promote goods on Facebook. In utilizing Facebook advertising, they are taught how to develop appropriate advertisements based on demographics and psychographics based on the target market, so that sponsored ads reach the appropriate markets and individuals. Likewise, Instagram and other social media platforms can be used to help sell items to potential clients. commerce in online business in Indonesia. Business people are instructed to open at least one user account in online marketplaces such as Bukalapak, Tokopedia, Shopee, OLX, and others.

The bustle of MSME actors, the many actions that are carried out consistently and are draining, when coaching is an expensive item becomes an obstacle to this activity. However, as technology advances, MSME actors must get used to using it. According to research (Vincentius et al. 2022), implementing digital technology-based marketing strategies is the hope for MSMEs to emerge as economic powerhouses. Digital marketing strategies are very suitable for use during the current Covid-19 pandemic, where Large-Scale Social Restrictions are enforced. Sellers and buyers of MSMEs are not required to meet in person for transactions.

- h. Transaction Integration. The transaction process is carried out in this phase, so it is important for business actors to understand it so they can make transactions using electronic transactions. Mobile banking takes advantage of e-commerce and digital transactions that are rarely or never used before.

Many products are useless to order, so staff restrictions on use of e-commerce should be a source of concern, but trading hours cannot be adequately addressed. It's a shame that many MSME players don't respond immediately after consumers pay for their merchandise,

because this results in a poor rating on MSME web shops. Trust in online stores will decrease if the reputation of the online store is low. Therefore, at this point, attention must be paid to providing comprehensive assistance so that what is expected can occur as planned. The existence of MSMEs that utilize digital marketing does not offset the shift from traditional behavior to digital marketing, even though MSMEs are considered capable of stimulating the Indonesian economy.

- i. *Autonomy*. The next step is at this point that UMKM begin to transform themselves into e-SMEs. It is hoped that MSME actors will be able to participate and compete in e-commerce at this level. Many similar agencies should not discourage them. The large amount of competition at low prices that lowers prices, even among economic players, does not dampen the intention to further transform MSME-based businesses into digital businesses. Regulators and facilitators such as the government must continue to encourage and advising economic actors to operate independently.
- a. Maintaining the level of independence of MSME actors is very important for their development and ability to respond to current business conditions. Increasing market share, increasing awareness, and increasing sales of MSME players are all benefits of digital marketing for MSME players. February and Arisandi are husband and wife (2018). Cooperative interaction between MSMEs is needed to develop the network. In running the company, all financial parties involved can work together and help each other. There should be more competition among comparable economic entities, giving rise to optimism about the rapid formation of mutually beneficial collaborations.

## **Conclusion**

The productivity development of MSMEs in Cimekar Village cannot be said to be good. A digital marketing plan may have been developed, but not everyone is using it yet. The lack of public interest is due to the practice of selling to regular customers, which has become commonplace. MSMEs, on the other hand, have to follow trends if they want to offer their products online. Therefore, the right approach is needed so that it can help Cimekar Village MSMEs in developing and marketing their products for online distribution. Those strategies are preparatory, presence, portals, transaction integration and autonomy. This step must be carried out by the MSMEs in Cimekar Village, in this case by collaborating with all MSMEs in Cimekar Village, Cimekar Village officials, support from academics so that the productivity of MSMEs in Cimekar Village will increase. By using sales/marketplace applications such as shopee, tiktok, Facebook, using websites for digital



sales strategies so that the scope of sales is even greater.

## References

- Abdurrahman, Ginanjar, Hardian Oktavianto, Ega Yusni Habibie, and Anggar Wahyu. 2020. "Digital Marketing Training for MSMEs as Supporting Activities." *Journal of Community Service Management* 1, no. 2:88–92.
- Alford, P and Page, SJ (. 2015. "Marketing Technology for Adoption by Small Business." *The Service Industries Journal* 35, no. 11–15: 655–669.
- Arifin, B., Muzakki, A., Kurniawan, MW, & Malang, UM (2019). The concept of SEO-Based Digital Marketing (Search Engine Optimization) In Marketing Strategy. *Ekombis Science Journal of Economics, Finance and Business*, 4(02), 1–7.
- Az-zahra, Nafisa Salma. 2021. "Digital Marketing Implementation as a Deep Strategy Improving MSME Marketing." In *NCOINS : National Conference Of Islamic Natural Science*, 77–88.
- Alfiah, A., Suhendar, A., & Yusuf, M. (2023). Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Vinyl Flooring Merek Taco di CV Indosanjaya Kota Bandung. *SEIKO: Journal of Management & Business*, 6(1), 492-503.
- Baidun, A., Prananta, R., Harahap, M. A. K., & Yusuf, M. (2022). Effect Of Customer Satisfaction, Marketing Mix, And Price In Astana Anyar Market Bandung. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2).
- Cant, MC and Wiid, JA 2016. "The Use of Traditional Marketing Tools by SMEs in an Emerging Economy: A South African Perspective." *Problems and Perspectives in Management* 14, no. 1.
- Chattopadhyay, P. (2020). The role of Affiliate Marketing in Digital Space: A Conceptual Approach. *International Journal for Modern Trends in Science and Technology*, 6(5), 53– 59. <https://doi.org/10.46501/ijmtst060509>
- Dermawan, Windy, and Henike Primawanti. 2020. "Utilization of E-Commerce for MSME Product Development." *Kaibon Abhinaya : Journal of Community Service* 6, no. 2: 87–94.
- Djalo, M. U., Yusuf, M., & Pudjowati, J. (2023). THE IMPACT OF FOREIGN DEBT ON EXPORT AND IMPORT VALUES, THE RUPIAH EXCHANGE RATE, AND THE INFLATION RATE. *Jurnal Ekonomi*, 12(01), 1124-1132.
- Ernayani, R., Fauzan, R., Yusuf, M., & Tahirs, J. P. (2022). The Influence of Sales And Operational Costs on Net Income in Cirebon Printing Companies. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2).
- Fasiha, F., Yusuf, M., Sihombing, H. B. M., Mujahidin, M., & Chenini, R. (2022). The Effect of Product Quality and Service Quality on Consumer Loyalty at Palopo Minimarkets. *Ikonomika: Jurnal Ekonomi dan Bisnis Islam*, 7(2), 177-192.
- Fariborzi, E. (2012). E-mail Marketing: Advantages, Disadvantages and Improving Techniques.

- International Journal of E-Education, e-Business, e-Management and e-Learning*, 2(3), 1–5.  
<https://doi.org/10.7763/ijeeee.2012.v2.116>
- Febriyanto, Mohamad, and Debby Arisandi. 2018. "Utilization of Digital Marketing for Micro, Small and Medium Enterprises in the Era ASEAN Economic Community." *Dewantara Management Journal* 1, no. 2: 61–76.
- Gunelius, S. (2011). *30-Minute Social Media Marketing : Step-By-Step Techniques To Spread the Word About Your Business Fast and Free*.
- Harahap, Hamida Syari, Nita Komala Dewi, and Endah Prawesti Ningrum. 2021. "Utilization of Digital Marketing for MSMEs." *Journal of Social Loyalty: Journal of Community Service in Humanities and Social Sciences* 3, no. 2: 77. <https://doi.org/10.32493/jls.v3i2.p77-85>.
- Hutami, Lusya Tria Hatmanti, Desy Tri Inayah, Ari Widya Utami, and Adelia Sari. 2019. "Education on Digital Marketing Strategies and Entrepreneurial Tips During the Pandemic Period in Need Hamlet, Village
- Herdianti, H., Arta, D. N. C., Yusuf, M., Sutrisno, S., & Suyatno, A. (2022). Pengaruh Penerapan Sistem Keadilan Distributif dan Keadilan Interaksional terhadap Kepuasan Kerja Pegawai Perusahaan: Literature Review. *Jurnal Mirai Management*, 7(2), 523-530.
- Heryadi, D. Y., Fachrurazi, F., Nurcholifah, I., & Yusuf, M. (2023). During the Covid-19 Pandemic, Marketing Strategy Analysis for Crispy MSMEs" MA ICIH". *Jurnal Publikasi Ilmu Manajemen*, 2(1), 184-201.
- Ismunandar, I., Andriani, N. Y., Hanis, R., Hamzah, R., & Yusuf, M. (2023). GRAND PREANGER BANDUNG EFFECTIVE MARKETING COMMUNICATION STRATEGY IN THE STAYCATION PROGRAM. *Jurnal Ekonomi*, 12(01), 48-53.
- Grandson." *Journal of Community Service* 1, no. 03:105–12. Minister of Communication and Information. (2022). Menkominfo: MSMEs Contribute 60 Percent of Indonesia's GDP. Minister of Communication and Information. <https://aptika.kominfo.go.id/2020/10/menkominfo-umkm-sumbang-60-persen-pdb-indonesia/>
- Kaharuddin, K., & Yusuf, M. (2022, December). The Impact of Liquidity Risk Optimization on the Stability of Islamic Commercial Banks in Indonesia. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 671-688).
- Kurhayadi, K., Yusuf, M., Masrifah, S., Rincani, E. D., & Fauzi, M. (2022). ANALYSIS OF BUMDESA COMPETITIVENESS STRATEGY THROUGH THE UTILIZATION OF TOURISM OBJECTS TO IMPROVE COMMUNITY WELFARE. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 1(3), 157-171.
- Kushendar, D. H., Kurhayadi, K., Saepudin, A., & Yusuf, M. (2023). BANDUNG CITY GOVERNMENT ENVIRONMENT AND SANITATION SERVICE CAPACITY IN WASTE MANAGEMENT. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 2(1), 50-60.
- Moleong, Lexy J. 2016. *Qualitative Research Methods*. PT Juvenile Rosdakarya.
- Naimah, Rahmatul, M Wardhana, Rudi Haryanto, and Agus Pebriyanto. 2020. "Implementation of Digital Marketing as a Marketing Strategy for MSMEs." *Journal of IMPACT: Implementation and Action* 2, no. 2: 39. <https://doi.org/10.31961/impact.v2i2.844>.
- Nisa, Puspita, and Fachmi Tamzil. 2021. "Digital Business Strategy for MSMEs." *Abdimas* 7, no. 4.



- Oktafiyani, F and Rustandi, D. 2018. "Digital Marketing in Building Brand Awareness." *Public Relations Professional Journal* 3, no. 1:3.
- Pernama, GPL, and Parasari, AAI 2019. "The Influence of Hedonic Motivation, Social Influence, And Perceived Enjoyment Of The Use Of Marketplaces In MSMEs In Bali: Case Study on HIPMI Bali Province." *Scientific Journal of Management and Business* 4, no. 1:90–102.
- Rajasa, E. Z., Manap, A., Ardana, P. D. H., Yusuf, M., & Harizahayu, H. (2023). LITERATURE REVIEW: ANALYSIS OF FACTORS INFLUENCING PURCHASING DECISIONS, PRODUCT QUALITY AND COMPETITIVE PRICING. *Jurnal Ekonomi*, 12(01), 451-455.
- Ridwan, Iwan, Abdurrahman Fauzi, Isah Aisyah, Susilawati, and Iwan Sofyan. 2019. "The Application of Digital Marketing as an Improvement in Marketing at the 'WAGE' Bandung Angkringan Warung UKM." *Journal of Community Service* 2, no. 1:137–42.
- Saepudin, A., Prihadi, M. D., Asmala, T., & Yusuf, M. (2022). WORK FROM HOME (WFH) POLICIES ARE BEING IMPLEMENTED AT THE BANDUNG CITY PUBLIC WORKS DEPARTMENT. *Journal of Research and Development on Public Policy*, 1(1), 42-50.
- Sampe, F., Cakranegara, P. A., Yusuf, M., Rahayu, M., & Nasution, R. A. (2022). EMPLOYEE PERFORMANCE AND HUMAN RESOURCE PROTECTION. *Jurnal Ekonomi*, 11(03), 1045-1049.
- Sampe, F., Haryono, A., Pakiding, D. L., Norvadewi, N., & Yusuf, M. Y. (2022). Analysis Of Typical Capabilities And Entrepreneurial Orientation Against Competitive Advantage In Bandung Traditional Foods Msmes
- Sasa, Saudah, Dodot Spto Adi, Maulid Agung Triono, and Fajar Supanto. 2021. "Optimization of Small and Medium Enterprises Through Digital Marketing Training." *Abdimas: Journal of Community Service, Merdeka University Malang* 6, no. 3: 358–71. <https://doi.org/10.26905/abdimas.v6i3.5366>.
- Saudah, S., and Adi, DS 2018. "Balance of Communication in Strengthening the Identity of the Malang City Telematics Creative Community." *Mediakom: Journal of Communication Studies* 1, no. 2: 143-154. <https://doi.org/10.32528/mdk.v1i2.1574>.
- Setiawati, I and Widartati, P. 2017. "Influence Online Marketing Strategy for Increasing MSME Profits." In *National Seminar and Call for Paper on Strategy for Human Resource Development Through Scientific Journal Publication in Responding to RI Minister of Research, Technology and Higher Education No. 20 of 2017*.
- Sugiyono. 2018. *Quantitative, Qualitative and RdanD Research Methods*. Bandung: CV Alfabeta.
- Sulaksono, Juli. 2020. "The Role of Digital Marketing for Micro, Small and Medium Enterprises (Ukm) in Tales Village, Kediri Regency." *Generation Journal* 4, no. 1:41–47. <https://doi.org/10.29407/gj.v4i1.13906>.
- Supriyanto, Agus, and Kharis Fadlullah Hana. 2020. "Digital Village Development Strategy to Increase MSME Productivity." *BUSINESS: Journal of Islamic Business and Management* 8, no. 2:199. <https://doi.org/10.21043/bisnis.v8i2.8640>.
- Supriyanto, Sigit. 2019. "MONITORING AND EVALUATION OF GOVERNMENT SYSTEMS

ELECTRONIC BASED ( SPBE ) YEAR 2019.” Ministry of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia. 2019.

- Soukotta, A., Yusuf, M., Zarkasi, Z., & Efendi, E. (2023). Corporate Actions, Earning Volatility, And Exchange Rate Influence On Stock Price Stability. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(2), 197-214.
- Sutaguna, I. N. T., Achmad, G. N., Risdiyanto, A., & Yusuf, M. (2023). MARKETING STRATEGY FOR INCREASING SALES OF COOKING OIL SHOES IN BAROKAH TRADING BUSINESS. *International Journal of Economics and Management Research*, 2(1), 132-152.
- Sutaguna, I. N. T., Fardiansyah, H., Hendrayani, E., & Yusuf, M. (2023). BRAND STRENGTH FOR MICRO, SMALL, AND MEDIUM ENTERPRISES. *GEMILANG: Jurnal Manajemen dan Akuntansi*, 3(2), 77-86.
- Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). Hanan Catering's Instagram promotions, pricing, and menu variety influence consumer purchasing decisions in Bandung. *International Journal of Economics and Management Research*, 2(1), 76-87.
- Sutaguna, I. N. T., Yusuf, M., Ardianto, R., & Wartono, P. (2023). The Effect Of Competence, Work Experience, Work Environment, And Work Discipline On Employee Performance. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 367-381.
- Syifa, Yahya Ibnu, Mustika Kurnia Wardani, Sani Dewi Rakhmawati, and Firstya Evi Dianastiti. 2021. "Training for MSMEs through Digital Marketing to Assist Product Marketing During the Covid-19 Period." *ABDIPRAJA (Journal of Community Service)* 2, no. 1:6–13.
- Triyono, Aris, Hermanto, and Suwaji. 2020. "Socialization of Digital Strategy Implementation Marketing for the Development of Micro, Small and Medium Enterprises (Umkm) in Kuala Gading Village." *Journal of Community Service* 2, no. 2:172–76.
- Vincentius, Kusuma, Zinal Sahabuddin, and Posma Hutasoit. 2022. "Digital Marketing Strategy for Micro and Medium Enterprises (MSMEs) During the Covid 19 Pandemic Through the People's Economic Empowerment Approach." *Cafeteria Journal* 3, no. 1:24–35.
- Yani, D., Yusuf, M., Rosmawati, E., & Apriani, Z. (2022). Branding Brand Image Strategy Study Through Digital Marketing Overview on MSMEs: Sanggabuana Coffee (KoSa) in Mekarbuana Village, Karawang. *International Journal of Economics and Management Research*, 1(3), 183-193.
- Zanuar Rifai, and Dwi Meiliana. 2020. "Assistance and Implementation of Digital Marketing Strategies for MSMEs Affected by the Covid-19 Pandemic." *BERNAS: Journal of Community Service* 1, no. 4: 604–9. <https://doi.org/10.31949/jb.v1i4.540>.