

Optimization of Integrated Digital Marketing in The Marketing Strategy of MSME Culinary Tourism Centers (SWK) Wonorejo City of Surabaya

Iqbal Ramadhani Mukhlis^{1*}, Robiah Al Adawiyah², Laely Aghe Africa³, Diah Ekaningtyas⁴, Arif Zeinfiki Djunaedy⁵, Mellyza Silvy⁶, Nur Rochmah⁷

^{1*}Department Informatics, Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia

²³⁴⁵⁶⁷Faculty of Economics and Business, Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia

e-mail: iqbal.ramadhani@perbanas.ac.id^{1*}, mbakaa13@gmail.com², laely.aghe@perbanas.ac.id³,

diah_eka@perbanas.ac.id⁴, arif.zeinfiki@perbanas.ac.id⁵, meliza@perbanas.ac.id⁶,

nrochmah74@gmail.com⁷

* Corresponding Author: E-mail: iqbal.ramadhani@perbanas.ac.id

ARTICLE INFO

Received : June 20th 2023

Accepted : July 4th 2023

Published : July 13th 2023

Keywords:

Culinary Tourism Centers,
Digital Marketing, MSME
Sustainability, MSME,
SWK Wonorejo

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are an important sector in driving the Indonesian economy. The development and improvement of the MSME sector is also important to continue to strive for, one of which is through optimizing marketing strategies that are adapted to current technological and information developments. This study aims to analyze digital marketing strategies at SWK Wonorejo, Surabaya City. The research method used is descriptive qualitative with data triangulation approach. As for data collection techniques through interviews, observation, and documentation. The results showed that SWK Wonorejo combines segmentation analysis, targets and marketing mix design. In addition, an analysis of MSME sustainability and marketing implementation was carried out. MSME actors in SWK Wonorejo has marketed their products online through optimizing digital marketing media such as websites, Instagram, Google Business, and other media that can help market products effectively and efficiently.

Introduction

The rapid development of technology has had a positive impact on the sustainability of economic activities which can be carried out more effectively and flexibly through various internet media very easily. Today's technology users are very widespread from the age of children to adults and the elderly. This is reinforced by data from the Indonesian Internet Service Providers Association which records internet users in Indonesia in 2023 reaching 78.19 percent or 215,626,156 people out of a total population of 275,773,901 people [1]. The ease of operating internet media raises people's habits to continue to use internet media to fulfill people's needs and desires, such as the habit of buying products online. An all-digital lifestyle encourages providers of goods and services or Micro, Small and Medium Enterprises (MSMEs) to carry out marketing strategies for their products through the use of digital media [2].

The existence of the Micro, Small and Medium Enterprises (MSMEs) sector in Indonesia really needs to be considered, because the MSME sector can contribute to the

progress of the Indonesian economy. According to the press release information of the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, the contribution of MSMEs to the Gross Domestic Product (GDP) in 2021 is 61.07% or a value of 8,573.89 trillion rupiahs [3]. In addition to contributing to GDP, the MSME sector also has an impact on reducing the quantity of unemployment in Indonesia. So it really needs a sustainable improvement in the MSME sector, especially in increasing the profits of MSME actors in the current technological era through optimizing digital marketing in marketing strategies.

Digital marketing is an attempt to introduce products using the right digital media so that they can reach a wider range of consumers [4]. The realization of digital marketing is important, one of which is by Micro, Small and Medium Enterprises (MSMEs) to create a sustainable business through adaptation to technological developments [5]. In addition, through digital marketing, MSMEs can be better prepared to compete and carry out branding between similar MSME actors and business actors on a larger scale [6]. The application of digital marketing really requires creativity and accurate market analysis so that the marketing strategy carried out can run optimally and have a positive impact on the sustainability of the business being carried out.

Differentiation of digital marketing platforms is a great opportunity for MSME actors, with various platforms that are used by business actors to maximize their marketing strategy. The platforms that can be utilized include: Instagram, Facebook, Google Business, Website, Tiktok and marketplace platforms such as Shopee to make buying and selling transactions easier. This digital platform can indirectly reduce expenses that should be spent on promoting business products. However, the existence of digital media is only enough to maximize content creation and improve services for consumers. So as to create consumer loyalty to make repurchases [7].

The Culinary Tourism Center or called **Sentra Wisata Kuliner (SWK)** is one of the MSME sectors that continues to be developed by the Surabaya City Government. SWK is spread in various areas in the city of Surabaya, one of which is SWK Wonorejo which has a strategic location, which is close to the Surabaya seedling garden. This strategic location supports the success of the marketing strategy at SWK Wonorejo in the field of digital marketing, because it not only promotes MSME business products but can also promote various free facilities such as a park that can be used for various educational and other activities. The use of digital marketing at SWK Wonorejo is shown in Table 1 below:

Table 1. Use of Digital Marketing at SWK Wonorejo

No	Media	User Company	Number of Followers	Number of Posts
1	Instagram	@swkwonorejo	87 people	48
2	WhatsApp	6285746129626		
3	Website	https://swkwonorejo.com/		
4	Google Business	Swkwonorejo		
5	Email	sentrawisatakulinerwonorejo@gmail.com		

No	Media	User Company	Number of Followers	Number of Posts
6	Tiktok	@warungcakman	83 people	63

(Source: Swk Wonorejo Documentation)

Based on the utilization of the use of digital marketing carried out by SWK Wonorejo Surabaya City as a medium for marketing business products for MSME players, it is necessary to optimize digital marketing in the right marketing strategy so that a sustainable business is realized at SWK Wonorejo. The problem that will be answered in this research is how is the integrated digital marketing strategy implemented by MSME actors in SWK Wonorejo, Surabaya City?

Literature Study

Digital Marketing Strategy

Strategy is a plan that is prepared to achieve the desired and needed goals through the help of all the elements owned by the company in winning the competition that occurs [8]. Digital marketing is a transformation of new marketing techniques adapted to technological and information developments that aim to become a more effective link to consumers [9]. In addition, as an effort to increase consumer satisfaction. So as to build consumer loyalty or trust in the business products offered. Meanwhile, in another sense, Digital marketing is marketing as well as product promotion through the use of digital technology, such as websites, cellphones, advertisements and other electronic media [10]

Important elements in implementing a digital marketing strategy are divided into three, the first (Easy access), namely easy access to reach consumers and encouraging consumers to be interested in products through the distribution of digital technology. Second (Competitive edge), namely the existence of advantages possessed by businesses or businesses that are run through the use of web technology that can help identify patterns of behavior and comments related to consumer desires and needs. Furthermore, the third (Efficiency), namely the efficiency of product brand recognition through social media networks with the aim of increasing product awareness and minimizing ambiguity that can affect the image of a product brand[10].

The tools for optimizing integrated digital marketing are as follows [2],[9]:

a. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the process of optimizing websites through various techniques and tools, to make it easier for websites to be found in the highest or main searches. So that web visitors will continue to increase which can indirectly have an impact on increasing business profits [11].

b. Social Media Marketing (SMM)

Social Media Marketing (SMM) is the optimization of social networks with the aim of finding and directing social media users to visit business websites, Google business or marketplace platforms[12]. So, it is expected that there will be an increase in sales of products that have been offered.

c. Content Marketing

Content Marketing is product brand marketing through image content, video content, and other content published on social media accounts, websites, and Google Business. So, it is hoped that visitors to the platform will get the product information they want or need.

d. Email Marketing

Email Marketing or marketing through email media that aims to reach certain target consumers or users with more professional communication. So that it is hoped that it can improve collaboration with various stakeholders in order to realize a sustainable business and facilitate external operations or involve external parties.

e. Online Advertising

Online Advertising is a product marketing through paid facilities provided by the internet such as internet advertising with visualizations in the form of landing pages, wallpaper ads, paid search, floating ads and other visualizations[13].

f. Landing Page Marketing

Landing Page Marketing is the first page of the website that is first seen by visitors when accessing the website. Landing Page Marketing can be made as attractive as possible so that the audience or web visitors are more interested in seeing the features that have been provided by the developer [14].

g. Mobile Marketing

Mobile Marketing is a digital marketing strategy aimed at reaching target consumers on smartphones, tablets and/or other devices through websites, email, social media and applications.

h. Affiliate Marketing

Affiliate Marketing is a marketing strategy through the formation of partners (affiliates) to help promote products by giving commissions on product sales in accordance with agreed terms. Affiliate Marketing will help in increasing product sales with a faster period of time, so that the operational process can be sustainable.

i. Viral Marketing

Viral Marketing is a marketing strategy through social media that has the effect of facilitating the expansion of product information with a wider reach.

Based on the types of tools in optimizing marketing strategies through digital marketing, businesses or businesses can consider these types of tools. So that product marketing can be maximized.

Micro, Small and Medium Enterprises (MSMEs)

According to Constitution Number 11 of 2020, the definition of Micro, Small and Medium Enterprises is detailed as follows [15]:

- a. Micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro-enterprises.
- b. Small business is a productive economic enterprise that stands alone with individual ownership or a business entity that is not a subsidiary or a branch of a company that is owned or is a direct part of a medium or large business.
- c. Medium-sized businesses are productive economic enterprises that stand alone with individual ownership or business entities that are not part of their owned subsidiaries,

medium-sized businesses have a total net worth or proceeds from sales that have been regulated in the law.

Micro, Small and Medium Enterprises (MSMEs) in their development have become high indicators in increasing community participation in the economic sector, in which MSMEs can be relied upon as a strategy in recovering the economy which is at the same time proof of support in carrying out government autonomy [16].

The development of MSMEs is sought by local governments, businesses, and communities to empower MSMEs through facilities, guidance, assistance, and providing assistance in strengthening the growth and increasing the capabilities and competitiveness of MSMEs. Meanwhile, the empowerment of MSMEs is pursued through climate growth and business development for Micro, Small and Medium Enterprises, so that they are able to grow and develop into strong and independent businesses [15].

Sustainability of Micro, Small and Medium Enterprises (MSMEs)

The term sustainability or sustainability is closely related to sustainable development, the sustainability of Micro, Small and Medium Enterprises (MSMEs) can be interpreted as an effort to maintain a business that has been running by taking into account the conditions that occur both social and environmental aspects, so that the business is run can run continuously. Efforts to maintain a sustainable business can be initiated through an appropriate marketing strategy, namely by adapting to technological and information developments through digital marketing by utilizing digital media [17].

Research methods

This research is included in the category of applied research because it aims to obtain practical findings that can be implemented more broadly with a qualitative descriptive analysis research method. Qualitative descriptive research is research that is used to investigate, find, describe a phenomenon that occurs [18]. Data collection techniques through interviews and observation as primary data. While secondary data obtained through previous research sources that are relevant to the research conducted. The data collection method is show in figure 1 below:

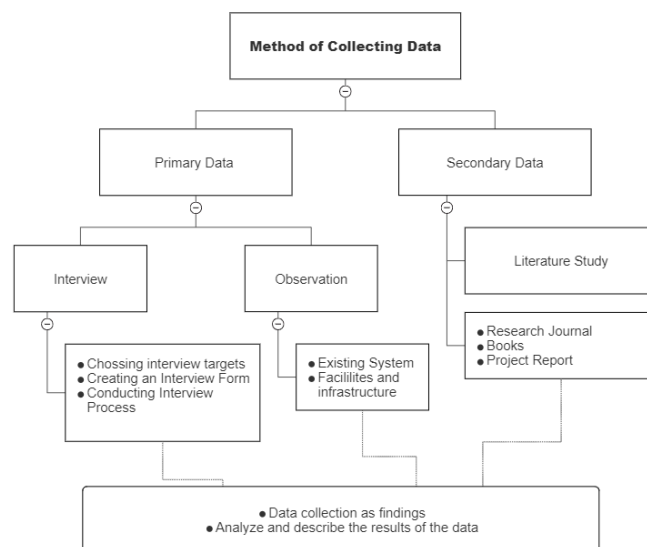


Figure 1. Method of Collecting Data

(Source: Smart Draw)

The following describes the research method used based on the chart image above:

1. Interview Method

Interview is a process of obtaining information for research purposes through questions and answer to informants who the target of research are. The interviews conducted in this study were systematic interviews, namely using predetermined questions so that it would be easier to collect data completely and clearly. Preparation before the interview was carried out, namely determining the target interviewees and making a list of questions, which then followed the interview process which was carried out directly with several MSME actors at SWK Wonorejo. The following is a list of interview questions asked in table 2 below:

Table 2. Interview Questions

No.	Interview Questions
1.	How long have you been running your business at SWK Wonorejo?
2.	What products do you sell?
3.	How much do you earn each month?
4.	How is the product promotion that you have done?
5.	What are your obstacles in promoting your product?
6.	What do you hope for in the future for the continuity of your business?

(Source: Researcher Data)

2. Observation Method

Observation is an observation activity carried out on the object of research. As for this study, the observations made were analyzing the systems or procedures that had been carried out at SWK Wonorejo and analyzing the quality and quantity of available facilities and infrastructure. Through the results of these observations, it is hoped that researchers will be able to find out more about the level of effectiveness of the marketing strategy that will be implemented at SWK Wonorejo.

3. Literature study

Literature study is an activity of collecting data through previous research that is relevant to the research that will be carried out. As for this study, secondary data was used through reviews of previous research journals, book works, and reports of community service activities carried out previously at SWK Wonorejo.

Methods of data collection from interviews, observations and literature studies that have been carried out, then the results of data collection and analysis and description of the results of the data that have been previously analyzed are carried out.

Results and Discussion

Research Result

Based on the results of interviews conducted, it is known that MSME actors have been selling at SWK Wonorejo for approximately five years, by trading various food, snack and beverage products. As for food products such as meatballs, noodles, rawon, satay, curry, soup, and other types of food. Snack products provide types of snacks such as nuts, chips and sweet snacks and beverage products provide products such as chocolate ice, milk ice, Oyen ice and so on. MSME actors are known to get an income range of IDR 500,000 – IDR 2,000,000 every month. Of course, this income has not been deducted from the cost of renting a place and other operational expenses, so a strategy is needed to increase product sales for MSMEs.

As for the observation faced by SWK Wonorejo SMEs in promoting their products are the lack of knowledge and expertise in using digital media, the inability to take product photos and create attractive sales content, and not knowing the right marketing strategy in the current digitalization era. The hope of the UMKM in SWK Wonorejo for the business activities carried out is that it is easy to promote their products so that they attract many consumers so that the income they receive in the future can increase.

Based on the results of observations made, it is known that there is a sales system that has been running so far, namely the provisions that the products sold must be different for each MSME actor in order to minimize social problems that occur. This has a positive impact on MSMEs to always create new products that have not yet been sold at SWK Wonorejo. In addition, the sales system is still dominated offline, so it is said that digital media has not been used as a means of sales promotion to the fullest. Furthermore, observations regarding facilities and infrastructure at SWK Wonorejo are still limited, such as tables, chairs and toilets. In addition, the lack of maintenance and cleanliness of the area makes it look a little dirty, so this also affects the number of visitors. The location adjacent to the Wonorejo nursery should be a strategy to increase SWK Wonorejo visitors through a policy of moving entrances, so that visitors to the nursery can indirectly buy MSME products, whether food, snacks or drinks.

Segmenting, Targeting, and Positioning (STP) Strategy

MSME actors SWK Wonorejo conducts STP analysis in running a business, first on geographical segmentation, namely residents of the City of Surabaya, especially in the Wonorejo area, Rungkut Surabaya. However, it is possible for consumers from out of town to visit the seed garden tour, which is located right next to SWK Wonorejo, and it is also possible for consumers from out of town to order food or snacks at a certain time with prior agreement. This can be achieved through the use of digital media which makes it easy to communicate with consumers without meeting in person but online.

Furthermore, the demographic segmentation carried out by SWK Wonorejo City of Surabaya is based on age, where the age range is reached from children, adults and even the elderly. In order to attract consumers, the Wonorejo SWK management has provided free wifi facilities and sitting chairs. So that consumers who visit can be sure to enjoy the product while enjoying the coolness of the seedling garden. Meanwhile, psychographically, market segmentation is based on social class, lifestyle, or personal

characteristics. In this case, SWK Wonorejo has a segmentation on social class that is reached from the lower, middle and upper classes. Likewise, lifestyles which reach a simple lifestyle, so that it can be said that the products offered by MSME actors SWK Wonorejo Surabaya City cover various groups.

Behavioral segmentation includes factors such as occurrence, benefits, user status, usage rate, and loyalty status. In terms of the incident factor, during the era of economic development there were a lot of food needs that experienced price spikes. With the SWK Wonorejo, people could buy food needs such as food at very affordable prices. On the benefit factor, the products offered are very varied, starting from food, drinks and snacks that can provide benefits for consumers of healthy food without preservatives or instant food so that it can certainly change a healthy lifestyle for the surrounding community. At the user level, SWK Wonorejo's location, which is strategically located adjacent to parks, shop houses, housing, student boarding houses, and student campuses, will certainly attract many users or consumers easily. Furthermore, on the loyalty factor, loyalty can arise from ordering food that has been done before with a review of the price and taste that is appropriate by the customer. Second, in setting targets, MSME actors SWK Wonorejo Surabaya City determines market targets, namely the surrounding community which includes residents, workers, students, and visitors to the nursery. In addition, the target market is government, educational and social institutions, offering buffet packages that can be ordered at any time. Furthermore, the third is the uniqueness of the products offered by MSME players at SWK Wonorejo, namely having differentiation of food, beverage and snack products as well as the existence of buffet packages and the availability of ordering food hampers that can be adjusted to the consumer's budget.

Marketing Mix Strategy

The Wonorejo Culinary Tourism Center (SWK) is a street vendor center that was built to make visitors comfortable at the Wonorejo nursery located on Jalan Raya Kendalsari No. 70, Wonorejo, Surabaya City. Mostly, SWK Wonorejo offers a variety of culinary delights ranging from food differentiation, drinks and snacks at relatively low prices. MSME actors SWK Wonorejo can accept orders for buffet packages and food hampers and snacks with price packages according to the budget. This order is one of the brandings in introducing MSME products more broadly through packaging that has been equipped with the SWK Wonorejo logo and information.

The prices offered by MSME actors at SWK Wonorejo vary with a price range of Rp. 5,000 to Rp. 20,000.-. MSMEs in promoting their products also take advantage of the front yard of the Wonorejo garden or nursery at certain events which have the opportunity to increase the turnover of business actors. In addition, marketing through digital media continues to be socialized so that business actors are used to learning to promote their products more effectively and efficiently.

Integrated Digital Marketing

Based on digital marketing tools that can be utilized in digital-based marketing strategies, SWK Wonorejo has implemented the following digital tools:



Figure 2. Digital Marketing MSME in SWK Wonorejo
(Source: SWK Wonorejo Documentation)

1. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) has been successfully implemented by SWK Wonorejo Surabaya City with website visualization that can provide various information through various features provided, including, first (home) which provides brief information about SWK Wonorejo accompanied by attractive wallpapers. Second (blog), which provides various news and news related to MSMEs, the economy and government policies.

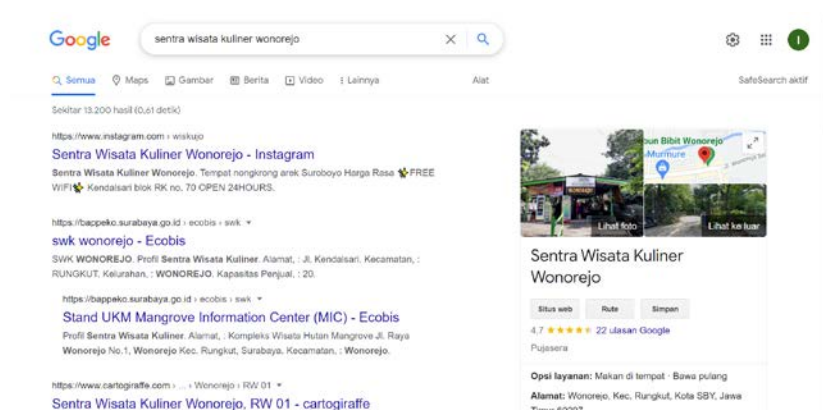


Figure 3. Search Engine Optimization (SEO)
(Source: SWK Wonorejo Documentation)

Third (culinary) which provides a variety of menu choices complete with contacts who can be contacted if you want to place an order online. Fourth (contact), providing an online form that website visitors can fill in for the purpose of asking questions, ordering, or providing feedback. Then the fourth (about us), which presents a visualization of SWK Wonorejo and the Wonorejo nursery along with information on the facilities provided. In addition, there is Google Business which is equipped with visualization of product images and locations that have been integrated with Google

maps as well as a feedback column that can be used as evaluation material to improve the quality of SWK Wonorejo development.

2. Social Media Marketing (SMM)

Social Media Marketing (SMM) has been realized by SWK Wonorejo through the use of an Instagram account that has been equipped with a website link that can be accessed publicly by Instagram visitors. Maximizing the publication of content on Instagram media is carried out by various visualizations both images and videos with the addition of hashtags such as #kulinersurabaya #kulinermurah #swksurabaya #updatesurabaya #infosurabaya and so on.

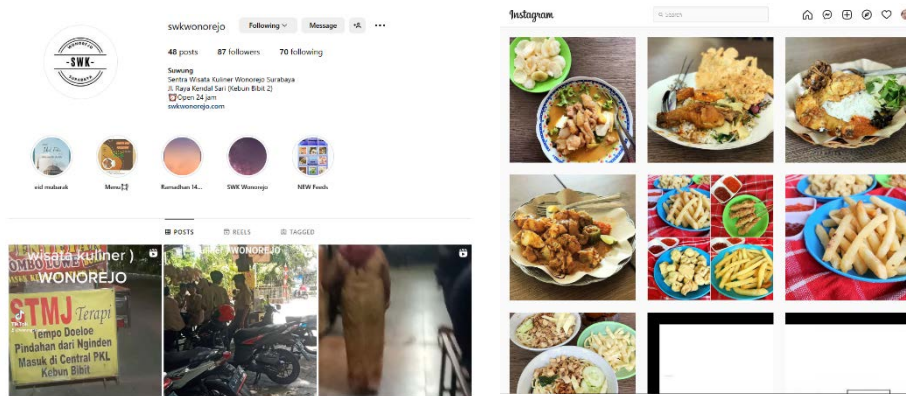


Figure 4. Social Media Marketing (SMM)
(Source: SWK Wonorejo Documentation)

3. Content Marketing

Content Marketing has been carried out by SWK Wonorejo through content visualization which is updated every period, both product images, blog content and others. As well as creating content related to national warnings combined with information about SWK Wonorejo MSME products.



Figure 5. Content Marketing

(Source: SWK Wonorejo Documentation)

4. Email Marketing

Email Marketing has been carried out by SWK Wonorejo by sending information on product offers that can be ordered and the types of services provided. Through this email, SWK Wonorejo can reach certain target consumers or users with more professional communication.

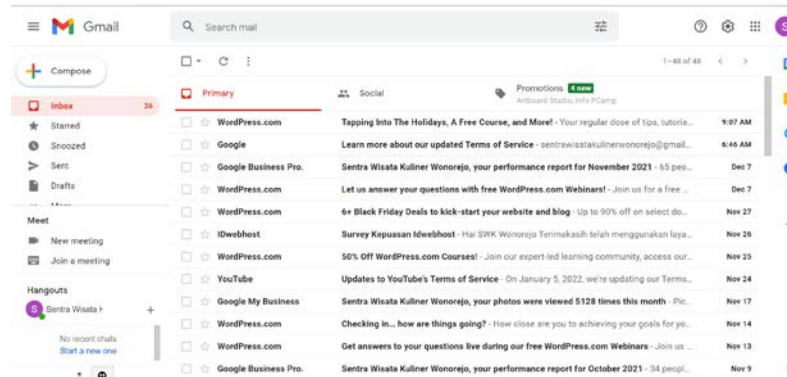


Figure 6. Email Marketing
(Source: SWK Wonorejo Documentation)

5. Online Advertising

Online Advertising is a digital strategy that utilizes paid services by internet service providers. On Instagram itself there are paid services in the form of short advertisements that can be directly integrated with the business owner's Instagram account. So that this short advertisement is very useful for business actors to attract Instagram users to easily visit the Instagram account of business owners.

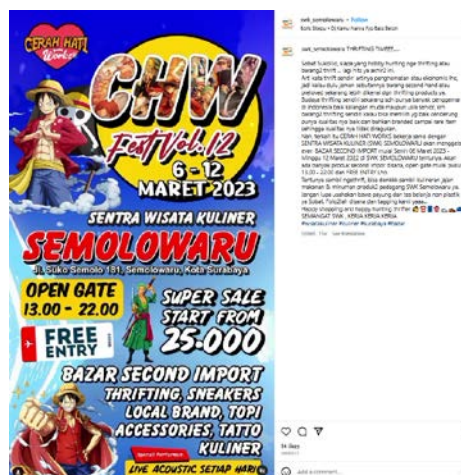


Figure 7. Online Marketing
(Source: SWK Wonorejo Documentation)

6. Landing Page Marketing

Landing Page Marketing provides the first appearance seen by visitors when accessing a website. Landing Page Marketing can be made as attractive as possible so

that the audience or web visitors are more interested in seeing the features that have been provided, especially interest in buying the products offered [19].

WWW.SWKWONOREJO.COM

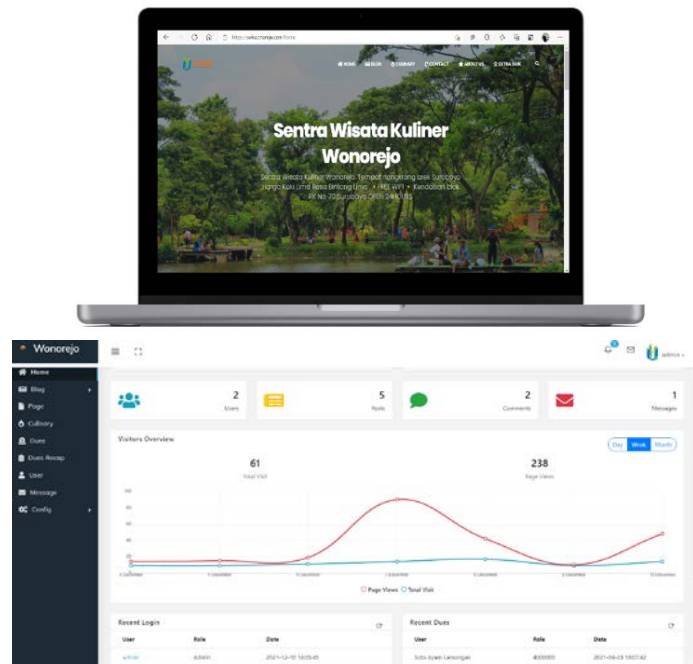


Figure 8. Landing Page Marketing
(Source: SWK Wonorejo Documentation)

7. Mobile Marketing

Mobile Marketing is a digital marketing strategy aimed at reaching target consumers on smartphones, tablets and/or other devices through websites, email, social media and applications. The application on the application platform has not yet been realized, but efforts will continue to be made so that the marketing strategy through digital media can run optimally.

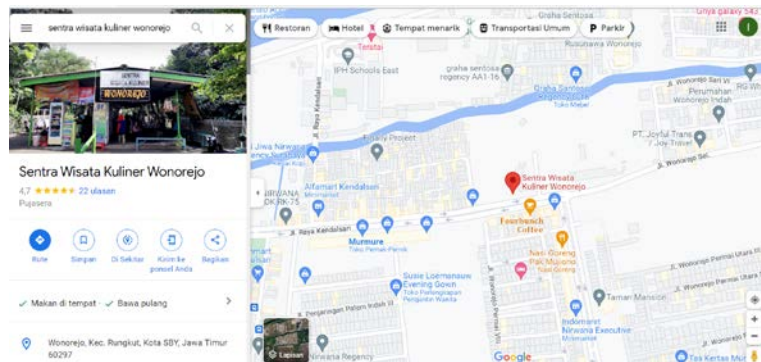


Figure 9. Mobile Marketing on Google Maps
(Source: SWK Wonorejo Documentation)

8. Affiliate Marketing

Affiliate Marketing is a marketing strategy through the formation of partners (affiliates) to help promote products by giving commissions on product sales. SWK Wonorejo has not implemented an affiliate marketing program because it is still in the development stage, if the development stage is optimal, it is possible to carry out affiliate marketing in the future.

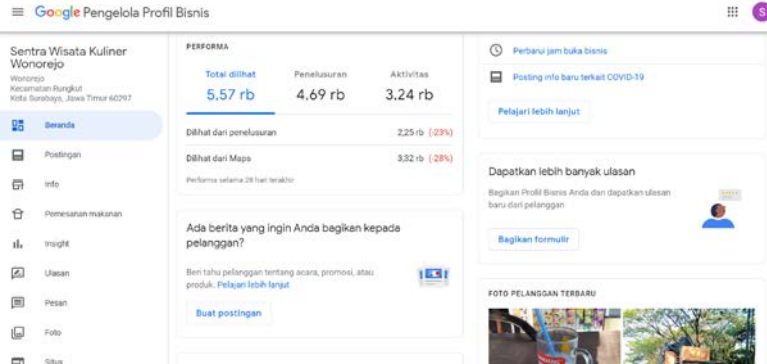


Figure 10. Affiliate Marketing on Google My Business (Source: SWK Wonorejo Documentation)

9. Viral Marketing

Viral Marketing is a marketing strategy that SWK Wonorejo has started by adopting digital media such as Tiktok, which currently has a high chance of exposing goods to make them better known on a wider scale.

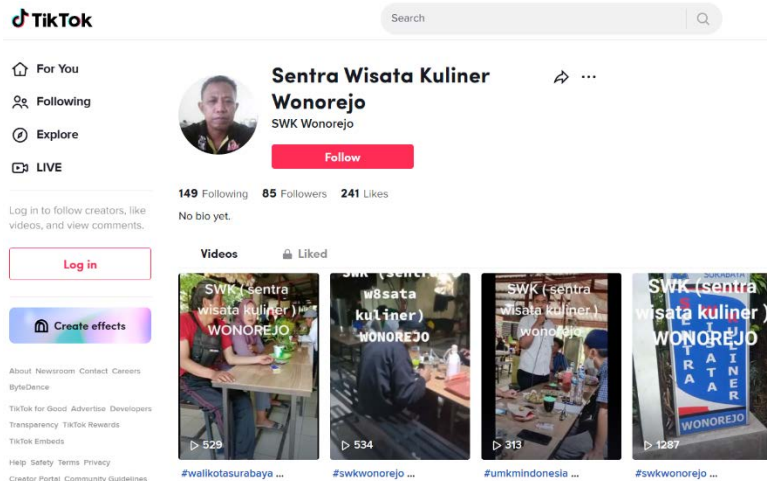


Figure 11. Viral Marketing on TikTok (Source: SWK Wonorejo Documentation)

Analysis of Satisfaction using Digital Media

Analyze the data obtained to gain insight into user satisfaction. Identify areas where satisfaction is high or low and find patterns or reasons behind them. Watch trends over time to see if there has been a change in user satisfaction levels.

Corrective action: Based on the analysis findings, the actions needed to increase the level of user satisfaction include continuing to update content related to digital media, especially digital media that has a high level of insight such as viral marketing using Tik Tok. Continuously uploading video content on Tik Tok can make SWK Wonorejo more famous. Besides that, improvements are also needed in Mobile Marketing through Google Maps. User satisfaction, of course, affects the rating on Google Maps in visitor reviews. Therefore, the content loaded on Google Maps must be good and balanced with satisfying customer service in order to enhance the user experience. Content on the Website and Landing Pages must be frequently updated and synchronized with content on other digital media. These are the right steps to improve the user experience.

Conclusion

SWK Wonorejo Surabaya City is a street vendor center that was built to create jobs for local MSMEs. In addition, as an effort to make visitors comfortable visiting the Wonorejo nursery. The STP marketing analysis includes segmenting, targeting, and positioning. In the segmentation aspect, SWK Wonorejo's SMEs products cover the Surabaya and surrounding areas, besides that products can reach all economic classes. In terms of the target market for MSME products, namely residents, students, and also workers in the Wonorejo area as well as government, educational, and social agencies. Furthermore, on the uniqueness of MSMEs products, namely the differentiation of food, beverage and snack products and offering free facilities to enjoy the beauty of the Wonorejo nursery which is next to SWK Wonorejo. The pricing for MSME products varies with a price range from IDR 5,000 – IDR 20,000. Digital media-based marketing strategies have been implemented but are still in the process of being developed, including websites, Instagram, WhatsApp, email, Google Business, and TikTok. With a digital marketing strategy that has been pursued, it is hoped that the product marketing of MSMEs at SWK Wonorejo can run more optimally. So that the sustainability of MSMEs can be achieved and improve the welfare of the people of Surabaya City. The hope of further research is: 1). The digital marketing optimization model used by SWK Wonorejo can be implemented on an ongoing basis so that success can be measured in the next five years; 2). This digital marketing optimization model can be applied to MSME objects in other places with a more comprehensive application; 3). Further research can collaborate or combine with other models so that maximum results can be obtained in optimizing digital marketing in MSME; and 4). Increasing the ability of MSME to maximize marketing strategies with a wider scope.

References

- [1] Apjii, "Survei Apjii Pengguna Internet Di Indonesia Tembus 215 Juta Orang . <https://Apjii.Or.Id/Berita/D/Survei-Apjii-Pengguna-Internet-Di-Indonesia-Tembus-215-Juta-Orang>," 2023.
- [2] S. Maylinda And I. P. Sari, "Optimalisasi Integrated Digital Marketing Dalam Strategi Pemasaran Umkm Imago Raw Honey Oleh," 2021.

- [3] S. Pers, "Umkm Menjadi Pilar Penting Dalam Perekonomian Indonesia. Hm.4.6/103/Set.M.Ekon.3/05/2021. <https://Ekon.Go.Id/Publikasi/Detail/2969/Umkm-Menjadi-Pilar-Penting-Dalam-Perekonomian-Indonesia>," 2021.
- [4] R. Rafi, M. R. Fajrian, I. Jayawardhana, R. Susilo, And J. Miradiarsyah, "Optimalisasi Sistem Social Media Marketing Untuk Membangun Awareness Dengan Membuat Konten Online."
- [5] R. Santoso, "Review Of Digital Marketing & Business Sustainability Of E-Commerce During Pandemic Covid19 In Indonesia Article History."
- [6] I. Ramadhani And M. Mujayana, "Brand Equity And Strategies To Win Business Competition," *Journal Of Applied Management And Business (Jamb)*, Vol. 3, No. 1, Aug. 2022, Doi: 10.37802/Jamb.V3i1.245.
- [7] E. M. Safitri, A. Pratama, M. A. Furqon, I. R. Mukhlis, Agussalim, And A. Faroqi, "Interaction Effect Of System, Information And Service Quality On Intention To Use And User Satisfaction," In *Proceeding - 6th Information Technology International Seminar, Itis 2020*, Institute Of Electrical And Electronics Engineers Inc., Oct. 2020, Pp. 92–97. Doi: 10.1109/Itis50118.2020.9321002.
- [8] A. Z. Djunaedi, D. Ekaningtias, L. A. Africa, Z. Nasution, And I. R. Mukhlis, "Pengabdian Kepada Masyarakat Melalui Pelatihan Digital Marketing Sebagai Upaya Peningkatan Daya Saing Swk Wonorejo Pasca Pandemi," *Jurnal Kemitraan Dan Pemberdayaan Masyarakat*, Vol. Ii, No. 2, Pp. 13–21, 2022, Doi: 10.14414/Kedaymas.V2i2.2977.
- [9] S. S. Veleva And A. I. Tsvetanova, "Characteristics Of The Digital Marketing Advantages And Disadvantages," In *Iop Conference Series: Materials Science And Engineering*, Iop Publishing Ltd, Oct. 2020. Doi: 10.1088/1757-899x/940/1/012065.
- [10] A. Puthuserry, *Digital Marketing: An Overview*. Notion Press, 2020.
- [11] H. Yutanto, E. T. Sihotang, K. P. Prananjaya, And I. R. Mukhlis, "Sistem Pengendalian Manajemen Organisasi Mahasiswa (Ormawa) Pada Perguruan Tinggi Dengan Aplikasi Website," *Jurnal Edukasi Dan Penelitian Informatika (Jepin)*, Vol. 9, No. 1, Pp. 18–29, 2023.
- [12] A. C. Puspitaningrum, E. S. Sintiya, I. R. Mukhlis, A. Nurrosyidah, And N. A. Rakhmawati, "Strategy To Use Local Government's Facebook Page To Improve Public Services Visualisation Application Development For Mosque Financial Report Using Linked Data And Crowd-Sourcing View Project," 2019. [Online]. Available: <https://www.researchgate.net/publication/344374580>
- [13] I. Ramadhani Mukhlis *Et Al.*, "Pelatihan Ui/Ux Menggunakan Figma Untuk Meningkatkan Kompetensi Di Bidang Desain Guru Mgmp Rpl Smk Provinsi Jawa Timur," 2023.
- [14] I. R. Mukhlis, "Literature Review Pada Teknik Pendeteksi Ambiguitas Leksikal Dalam Software Requirements Specification," *Jurnal Ilmu Komputer Dan Desain Komunikasi Visual*, Vol. 7, No. 1, 2022.
- [15] Pemerintah Republik Indonesia, *Uud No 11, Perlindungan Dan Pemberdayaan*. 2022.
- [16] W. Undari And A. S. Lubis, "Usaha Mikro Kecil Dan Menengah (Umkm) Dalam Meningkatkan Kesejahteraan Masyarakat," 2021.

- [17] D. Nurmawati, "Seminar Nasional Pariwisata Dan Kewirausahaan (Snpk) Digital Marketing Sebagai Strategi Pemasaran Desa Wisata Lombok Kulon Kabupaten Bondowoso Jawa Timur".
- [18] N. Harahap, *Penelitian Kualitatif*. Jl. Ekarasmi Medan Sumatera Utara: Wal Ashri Publishing, 2020.
- [19] I. R. Mukhlis, "Sistem Informasi Donor Darah Berbasis Website Menggunakan Framework Codeigniter Pada Unit Transfusi Darah (Utd) Palang Merah Indonesia Lumajang," 2022. [Online]. Available: [Http://jurnal.mdp.ac.id](http://jurnal.mdp.ac.id)