Digital Marketing of Micro, Small and Medium Enterprise (MSMEs) Products in Yogyakarta Province, Indonesia

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Abstract—This study aims to conducted study the marketing of digital; products for SME’s in the Province of DIY. This study uses primary and secondary data, namely through questionnaires, interviews, and FGD. Sampling was carried out using purposive sampling and convenience sampling with 345 respondent. The analytical tool in this study uses descriptive analysis and concludes that there are a number of problems in MSMEs regarding capital issues and digital product marketing and the lack of innovation in digital product marketing. The recommendations from this research are the need for assistance for business management, product innovation with digital media, conducting digital marketing for MSMEs and collaborating with university in “Kampus Merdeka” Program together with various stakeholders.

Keywords—Digital Marketing, MSMEs, Product Innovation

I. INTRODUCTION

There has been an enormous increase in the problems faced by Micro, Small and Medium Enterprises (MSMEs) in running their business, where the problems that are often encountered are multidimensional and have complexity due to limited resources. The problems with MSMEs that often occur are problems with marketing, production, financing, mastery of technology, and business management (Kemenkop and UKM RI, 2021).

Volatility in the MSME world often occurs because of the complexity that occurs, such as problems with capital accessibility, marketing strategies, and dependence on seasonal demand (Triyaningsih, 2020). In the report of the Central Statistics Agency (2022), in the DIY Province it was found that 40.3 percent of business actors/Micro and Small Industry (IMK) actors experienced difficulties in marketing, this was due to the concentration of existing resources at IMK on production activities which is not matched by marketing and promotion.

Source: Central Bureau of Statistics (2022)

Figure 1. Percentage of types of difficulties experienced by small businesses/companies IMK

These various problems also occur due to the lack of contribution from MSME financing actors, where they only distribute financing and do not provide regular and continuous assistance (profit oriented). Several MSMEs in DIY Province have no problems accessing capital but have problems actualizing certain capital into product marketing performance (BPS Report, 2022).

The conditions described above are connected with empirical data relating to the number of MSME actors in DIY where in 2018-2021 there was an increase in the number of MSME actors but only micro business actors had positive growth every year but the best compared to small and medium enterprises (SMEs) experienced decline.
The data above illustrates that the dominance of business actors tends to pay little attention to managerial aspects of their business operations and in Khamidah's (2005) research found several environmental factors, product innovation, and creativity from marketing activities can improve marketing performance. The research also explains that companies need to expand product lines to support the dimensions of product innovation and consistently strengthening product innovation will ensure the sustainability of the company's age and help to introduce new products according to existing market segmentation.

Khamidah's research (2005), also explains that training and mentoring are integral in the promotion of the MSME ecosystem in Indonesia because MSMEs not only need support to market their products but knowledge and information are also quite important in marketing innovation. These steps need to be taken to ensure that MSMEs can upgrade and business sustainability in the long term. Digital based marketing can be a significant marketing promotion medium to support MSMEs in ensuring the sustainability of their business (Suryanto, 2021).

Intervention from various stakeholders to ensure MSMEs can upgrade and be resilient needs to be carried out by making various guidelines that can be considered by MSMEs to carry out this and marketing assistance is needed for MSMEs so that they can be optimal in carrying out business operations.

II. LITERATURE REVIEW

Several studies related to the topic of MSMEs marketing strategy and innovation basically yielded similar conclusions. Research by Kaniawati et al., (2021) shows that the use of marketing strategies has a significant effect on supporting MSMEs performance with a greater indirect effect than the direct effect. Research by Sanaji (2021) found that organizational creativity had a positive and significant effect on marketing innovation and marketing innovation had a positive and significant effect on the marketing performance of MSMEs in Bojonegoro during the pandemic. Yuwana's research (2020) explained that the application of digital marketing and transactions was able to support the sustainability of MSMEs in Jember Regency. The research explains that the combination of digitalization and marketing concepts is able to cut variable cost items, such as employee costs. Cay & Irnawati's research (2020), with a case study on MSMEs in South Tangerang, found that marketing via e-commerce had a positive and significant effect on MSMEs sales in South Tangerang. The available innovations to be implemented in the new normal era related to MSME marketing are digital marketing transformation and adaptation to conventional marketing (Leong et al., 2020L: 30). These findings are also confirmed by the research results of Redjeki & Affandi (2021) which explain that the concept of digital marketing, as a form of marketing innovation, will benefit MSMEs because digital media can help provide more information, decision-making time, and distance efficiency for consumers. consumers in considering the purchase of MSME products. Research by Suharjo et al. (2020) also emphasized the importance of a digitalization strategy in MSME marketing, but with an additional emphasis on providing a wide variety of payment instruments. Afifin's research results (2021) provide additional emphasis on the importance of combining the concept of digital marketing with the concept of Customer Relationship Marketing (CRM) which takes into account institutional aspects in transactions with consumers.

With regard to the relationship between MSMEs marketing innovation and consumers, the research results of Supriaddin et al. (2018) explained that MSMEs that have weak internal resilience and are more responsive to external shocks need to adopt marketing strategies by creating attractive product designs and promotions so that they can be accepted by consumers. Suryanto's research (2021) explains that digital-based marketing can be used to reach consumers, map consumer tastes, promote brands, retain consumers, increase sales, and increase MSMEs profits. The research also explains that digital marketing will provide more product information to consumers and on the other hand sellers can monitor consumer tastes in real time without any consideration of geographical barriers. The application of digital marketing innovations certainly cannot be applied haphazardly.
without proper planning and steps. Research by Paulina et al. (2022) explained that online marketing will be successful if it follows the appropriate steps starting from mapping marketing strategies, selecting appropriate digital media, and carrying out internet-based marketing activities.

Furthermore, the concept of digital marketing can still be combined with conventional marketing concepts, for example marketing via the export channel. The results of Firmansyah & Arham's research (2021) map out one of the strategies to increase Indonesia's MSME exports through the use of Information and Communication Technology (ICT). The research explains that the application of ICT will help the operational efficiency and effectiveness of MSMEs. The research also explains that the application of ICT by SMEs is in accordance with the theory of planned behavior, where the existence of a person's perception of convenience will encourage him to do something. Khamidah's research (2005) found that environmental factors, product innovation, and marketing strategy creativity can improve marketing performance. Furthermore, the study explains that companies need to expand their existing product lines to support the product innovation dimension. Strengthening consistent product innovation will prolong the life of the company by regularly introducing new products according to market segments.

Marketing innovation in terms of promotion by helping MSMEs shift to digital marketing media such as Instagram, Facebook and websites will make MSME marketing more effective than relying on manual marketing (Kadi et al., 2021: 22). For example, when detailed on the application of e-commerce applications, research by Wijaya et al. (2021) explained that the Gulaliku MSMEs managed to get an increase in turnover of up to 30 percent by utilizing the top ads feature in the Tokopedia application. The research also explains that digital marketing using the top ads feature is able to produce data that can be monitored in real time related to sales. This finding is in accordance with the results of Fadhilah & Pratiwi's research (2021) which explains that digital marketing has a major influence on increasing sales volume and profits of MSMEs.

Research by Ariescy et al. (2021) found that several MSME actors in Malang City carry out innovation and marketing activities without planning, not sequentially, and unstructured. This condition occurs due to limited multidisciplinary knowledge and financial ownership of MSME actors. Triyaningsih's research (2020) explains that MSMEs face problems in capital ownership, marketing strategies, and dependence on seasonal demand shocks which make MSMEs vulnerable to shocks or volatility. The research explains that MSMEs can overcome these problems by conducting market segmentation to optimize product releases to the market and conducting cooperatives with other MSMEs to form a mutual business climate.

III. RESEARCH METHOD

Research Sites

This research was conducted in the DIY Province, which includes Bantul Regency, Sleman Regency, Kulon Progo Regency, Gunung Kidul Regency, and Yogyakarta City.

Data and Data Sources

In this study, the data used are primary and secondary data, where according to Sekaran (2003), primary data is information obtained directly by researchers on certain variables in accordance with the research objectives. According to Pandey & Pandey (2015), primary data can be collected through laboratory measurements, field observations, questionnaires, interviews, opinions, scheduling, and others. Primary data in this study were obtained from surveys through questionnaires and in-depth interviews as well as focused group discussions (FGD).

The questionnaire is a set of written questions that have been compiled to record the answers from the respondents. Questionnaires can be prepared and managed personally, sent via email to the relevant respondents, or distributed electronically (Sekaran, 2003:245). According to Pandey & Pandey (2015), a questionnaire is a form that is compiled and distributed to secure responses to a question.

FGDs are focused discussion sessions aimed at obtaining impressions, interpretations, and opinions from discussion members guided by a moderator to support primary data collection in accordance with research (Sekaran, 2003:220). According to Irwanto (2006), FGD is a process of systematically collecting data and information on a particular problem that is very specific through group discussions.

The FGD activity was preceded by a brainstorming process among the study team members. FGD resource persons from representatives of Academics (University and ISEI Yogyakarta Branch), Entrepreneurs Association (KADIN DIY), Bank Indonesia Representative Office (KPwBI) DIY, Financial Services Authority Office (OJK) and MSME players representing respondents.

Sampling for survey purposes was carried out using purposive sampling and convenience sampling methods (Kuncoro, 2014). Convenience sampling is an attempt to collect information from members of the population who are capable and willing to provide such information, while purposive sampling is a sampling activity that seeks to collect information by first compiling specific criteria for respondents who are eligible and able to support analysis in research (Now, 2003:276-277).

Sampling using purposive sampling and convenience sampling is categorized as non-probability sampling, meaning that all elements in the population have no probability of being selected as research subjects. This implies that the research results from the sample studied cannot be generalized to all elements of the population (Sekaran, 2003:276).

The number of MSME actors targeted with a questionnaire (google form) distributed via WhatsApp was 550 MSME actors (limitations of the COVID-19 pandemic face-to-face meeting policy issued by the local government). Of these, 345 respondents filled out completely and could be processed further or 62.27%. The level of response from targeted MSME actors can be said to be good.

In this study, interviews (in-depth interviews) were also conducted with 20 (twenty) randomly selected respondents representing micro, small and medium enterprises. The purpose of conducting in-depth interviews is to confirm and deepen the survey results. Secondary data was obtained from secondary sources from BPS DIY, Diskop and UKM DIY (SiBakul) and so on. According to Sekaran (2003), secondary data is data that has been collected by researchers, data published in journals, and
information available from various published and unpublished sources and is useful for related researchers. According to Pandey & Pandey (2015), secondary data can be obtained from manuals, data attachments, journals, and others. The secondary data is needed to support the primary data in discussing the results of the study.

Analytical Tool
The analytical tool used is adjusted to the purpose of the study. This study will use descriptive analysis tools and literature review. The use of descriptive analysis is expected to be able to answer the problems and objectives of the study. According to Sekaran (2003), descriptive research was conducted with the aim of describing the characteristics of the variables studied according to the findings of the original situation. Descriptive analysis basically describes the findings of primary and secondary data based on the concepts and theories that underlie the study, especially MSME marketing and marketing innovation.

Literature review is an effort to document comprehensive review activities on primary and secondary data sources that are in accordance with the research focus of researchers (Sekaran, 2003: 414). The analysis process using literature review seeks to adjust and match the context of the findings of primary and secondary data collected by researchers with findings or views from previous literature sources.

IV. RESULT AND DISCUSSION

Business Location
This research was conducted using a survey that included 345 respondents from Micro, Small and Medium Enterprises (MSMEs) and their business locations were spread across 5 districts/cities in the Special Region of Yogyakarta (DIY). As many as 29.6% of their business locations are in the Sleman Regency area and 24.3% are located in the City of Yogyakarta. Furthermore, respondents whose business locations were in Bantul Regency were 23.5%. 16.5% of the respondents are located in the Kulon Progo Regency area and 6.1% of the respondents in this study have business locations in the Gunungkidul Regency area.

Source: Survey results (processed)

Figure 3. Location of UMKM businesses in DIY Province

In general, urban areas offer advantages in terms of productivity and high income. This is also related to the massive investment, technology, educated workers, to industrialization that echoes more than in rural areas. This is also reflected in the survey results in this study where the majority of MSMEs business locations are in the areas of Sleman Regency, Yogyakarta City and Bantul Regency.

Type of Business
The types of MSME businesses in this study are grouped into 8 groups. Of the 345 respondents, the survey results showed that the majority of respondents were engaged in the production of food and beverages (46.1%) (Figure 4.2). Furthermore, each of them is engaged in the production of handicrafts (leather, bamboo, wood, paper, etc.) as much as 21.7%. Furthermore, batik production (written, printed and combination) is 20% and apparel production, including convection (6.1%). The rest are engaged in furniture production, trading, services and others.
Source: Survey results (processed)

Figure 4. Types of MSME businesses in the DIY Province

Food and beverage production and work production dominate the types of business respondents can predictably be related to the DIY region as one of the main tourism destinations in Indonesia. In general, tourism activities require support from food and beverage and work businesses, in addition to lodging businesses. Food and beverage products and crafts are souvenirs or souvenirs. As is known, these products become Amenities which are one of 3A in the tourism concept (Attractions, Accessibility and Amenities).

Digital Marketing Application

The survey results of this study show that the majority of respondents had done digital marketing, including online sales, before the Covid-19 Pandemic (52.7%). The remaining 47.8% have implemented digital marketing since the pandemic. This shows that the pandemic has encouraged MSME players to innovate in marketing their products, through digital marketing. Digital marketing is meant to be carried out through online sales either through Marketplaces (Blibli, Shopee, Tokopedia and the like), Operators/Applicators (Grab, Shopee, and Gojek) besides that it is also carried out through social media (Instagram, Facebook and Tiktok). There are also some who make sales via the website or WhatsApp.

Source: Survey results (processed)

Figure 5. Implementation of Digital Marketing in SMEs in DIY Province

The change in the landscape of marketing concepts and strategies caused by the COVID-19 pandemic also has a direct impact on the small and medium industries in Yogyakarta, accelerating changes from the conventional to digital direction needs to be carried out as a new normal for SMEs. This digital transformation has been proven by overcoming problems with various limitations that can be resolved, one of which is regarding market access, competitiveness, and problems of limited costs or capital. Integrated, structured, massive and mutually synergized efforts need to be carried out as a collective effort to be able to encourage the digitization of MSMEs.

From the results of the survey which was followed up with the FGD, the main conclusion was that MSME actors had and could start innovating product marketing through Social Media (Instagram, Facebook and TikTok, Marketplaces (Blibli, Shopee, Tokopedia and the like), Operators/Applicators (Grab, Shopee, and Gojek). This conclusion was reinforced by in-depth interviews with 20 respondents. They stated that marketing innovation through online sales with social media was relatively easy to do. This was related to the smartphone facilities they owned and the internet network in the DIY area which was relatively good.

The conclusions from the FGDs and in-depth interviews are supported by the following study results. MSMEs are the building blocks of all national economies including Indonesia. MSMEs play an important role in economic development in Asian
countries (Nasir et al., 2017; Rahman et al., 2019; Yoshino et al., 2016). They not only contribute to the economy of the countries in which they operate, but also play an important role in social and cultural life and play a role in closing the employment gap in that country. The sustainability of SMEs undeniably depends on their ability to adapt to technological and market developments. Among these developments is the use of social media.

Social media emerged as a result of rapid changes in information and communication technology. With its billions of users worldwide, social media has transformed the field of marketing as well as every other area of modern life. Given this reality, it seems impossible for SMEs not to take advantage of this technological advance, which offers greater advantages over traditional mass media in terms of reducing costs, reaching a larger audience and providing greater interaction. For many MSMEs, social media channels that are subscribed to by billions of individuals, companies and companies have become part of their marketing efforts to gain an edge over competitors. Many consider MSMEs potentially more adaptable to these technological developments than larger organizations due to their flexible structure, which also allows them to more readily participate in information technology and social media. Through social media, MSMEs can contribute more to the economy of the countries and regions where they operate.

According to Mangold and Faulds (2009), one of the company's efforts to communicate with customers effectively and efficiently is to use social media, even if the services provided are good can lead to customer loyalty (Jackson, 2011; Kaplan & Haenlein, 2010), giving recognition that the promotion of goods and services is accompanied by setting up an online community of brand followers (Kaplan & Haenlein, 2010).

Brand awareness, brand recognition level, and brand memory can be done by conversations between customers and the business world (Alves et al., 2016). Researchers such as Castronovo and Huang (2012) argue that the importance of exploring marketing intelligence, promotional public relations, marketing communications, and product and customer management should start exploring and using social media platforms, not just because there is a growing interest among consumers on the internet. usage, but also due to the fact that consumers have the perception that information obtained through social media is more reliable than information issued directly by companies (Alves et al., 2016).

According to eMarketer (2013), companies are increasingly adopting social media for various marketing activities such as branding, market research, customer relationship management, service provision, and sales promotion in addition to various studies that put forward evidence of the positive implications of social media dissemination. in marketing strategy. However, many companies have not incorporated social media into their strategy (Chan & Guillot, 2011) despite a variety of studies providing empirical evidence of its benefits to companies (see, for example, Alhabash et al., 2015; Kozinet al., 2010; Kumar & Mirchandani, 2012; Kumar et al., 2013; Luo & Zhang, 2013; Yu et al., 2013), and used as a marketing strategy. Therefore, social media can indeed be enhanced and utilized for marketing activities (see, for example, Guo et al., 2015; Liu & Park, 2015; Alves et al., 2016).

Marketing communications can produce positive effects on consumers. Consumer perceptions about this communication affect awareness and image of certain product brands, so they react positively to these products (Eysenck & Keane, 2010). Social media is a new way for companies to engage with consumers. With the help of social media, it allows companies to engage with loyal consumers and stimulate public perception of company products, so that companies can easily share information and better understand consumers (Brodie et al., 2013).

Massive or viral dissemination of information makes social media a tool that has the power to reach more people than traditional media. Consumers generally trust social media more than traditional media (Karayaka & Barner, 2010; Kietzmann et al., 2012). Social media can also be a cost-effective way of obtaining information and communicating between consumers. There are two forms of social media communication, namely firm-created social media communication and user-generated social media communication (Godes & Mayzlin, 2009). Company-made social media communication content, created by companies, focuses mainly on word of mouth (WOM) and electronic word of mouth (eWOM) (Chu & Kim 2011). Meanwhile, user-generated social media communication content that can be accessed freely on the internet, provides a number of creative endeavors, and is not created by professional practice (OECD, 2007). Companies can use this type of content as market research to understand consumer trends, needs and interests.

Social media has succeeded in becoming a trend for micro, small and medium industries in developing and exploring business because it is considered to have a significant influence and has a fairly good level of acceptance in society. Ease of access, and speed in distributing information make MSMEs more resilient in terms of spending on business marketing costs. The introduction of the system is one of the important efforts for MSMEs to be able to optimize and increase their understanding of digital promotion because of the many benefits that can be obtained by MSMEs when implementing digital promotions.

The findings from the survey which were strengthened by the results of the FGDs and in-depth interviews were also supported by the following study results. According to Febryantoro, et al., (2018), small and medium industry players consider that digital marketing is very helpful for their business activities because it allows them to interact directly with their consumers. Wider market share, brand awareness, increased sales, suggestions and constructive criticism are other advantages of implementing digital marketing, especially those experienced by the food and beverages industry.

Kusuma et al. (2022) stated that digital marketing is very helpful for the MSME industry because space or time constraints are not recognized, which in conventional marketing strategies are usually a barrier. During the implementation of Large-Scale Social Restrictions (PSBB) MSMEs were able to survive by implementing digitalization because of the convenience of not having to interact face to face when consuming a product because it is usually through on-demand delivery services such as GoFood, ShopeeFood, Grab Food and other.

From the results of the FDG, in-depth interviews and reinforced related/previous studies it can be concluded that there is a significant influence of digital marketing on the marketing of MSME products. This can result in an increase in sales volume, the
downstream of which is an increase in profits for MSME players. The hope of MSME entrepreneurs is that there will be training in the field of creativity and workshops on building and developing digital marketing-based businesses using the following media: 1) Using social media platforms as media for promotions and also marketing media using Instagram, Facebook, TikTok, Whatsapp, and others. 2) Have an e-commerce account to expand market share and sales from MSMEs. 3) Creating Google Ads as a product promotion effort through advertisements and search engines.

To optimize the use of social media and e-commerce, MSME actors are also expected to innovate the products they produce. With a combination of product innovation and digital marketing, an increase in volume can develop a business in a sustainable manner. Furthermore, from the results of in-depth interviews, there are obstacles that are often faced by MSME actors, namely the lack of knowledge about information and communication technology and ways to use and use social media properly so that product sales media can be used optimally. MSMEs often find the use of digital technology for sales and marketing quite difficult compared to selling directly. The use of digital technology, including social media, is inseparable from the conditions or characteristics of MSME actors. This is related to the low level of education, age, partnership, limited internet network and type of business influencing business actors to use digital technology as a means of marketing innovation.

The COVID-19 pandemic is both a problem and an opportunity for the SMI industry where industries that cannot adapt to digitalization will experience a decline in sales and even stop business operations due to limited human interaction. However, for industries that can adapt and adapt (new normal), the COVID-19 Pandemic is a game changer by carrying out various digitalization efforts, one of which is digital marketing. Therefore, seeing these various opportunities, periodic and ongoing assistance is needed to be able to digitize MSMEs so that they have resilience in the national economy.

V. CONCLUSION AND POLICY RECOMMENDATION

Conclusion

From the results and discussion, it can be concluded as follows:

1) MSME actors who are respondents have a number of problems, especially in terms of capital and management and marketing of products both conventionally and digitally. They hope to receive training and assistance from both the Regional Government and other stakeholders.

2) The majority of MSME actors have implemented product marketing innovations, especially in terms of digital marketing. In this case, digital marketing is carried out through online sales through marketplaces (Shopee, Tokopedia, Lazada, Bukalapak, and the like), operators/applicators (Gojek, Grab, Shopee and the like), social media (Instagram, Facebook, TikTok, and the like) and through websites.

Policy Recommendation

Policy recommendations that can be prepared related to this study are:

1) MSME actors are not enough to only receive training but also need assistance for business management/management. The intended training and assistance includes training in financial management, marketing, human resources and entrepreneurship.

2) Product marketing innovation training and mentoring, especially digital marketing, includes material including: (a) using social media as a media for promotion and marketing such as using Instagram, Facebook, TikTok, Whatsapp, and others. (b) Create an e-commerce account such as Shopee, Tokopedia, Lazada, Bukalapak, and the like. (c) Creating Google Ads as a form of product promotion through advertisements and search engines.

3) Product marketing innovation training and mentoring through digital marketing for MSMEs can be held by the DIY Cooperative and UKM Service and/or Regency/City Cooperative and UKM Offices in DIY in collaboration and synergy with Universities (PTN/PTS), Entrepreneurs Association (KADIN DIY), Professional Association (ISEI Yogyakarta Branch), DIY BI Representative Office, DIY OJK Office, DIY Banking, Mass Media and other stakeholders. Assistance for MSMEs in DIY can be organized by the DIY Cooperative and UKM Office in collaboration and synergy with Universities (PTN/PTS) in DIY through the Independent Learning and Independent Campus Programs (MBKM).

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