

DAFTAR PUSTAKA

- Abdul, H., Rahmat, M., Endro, S., & Yusuf, Y. (2022). The Effect of Entrepreneurial Orientation on *Digital marketing* Performance: A Case Study of Small Enterprises in Kendari City, Indonesia. *Journal of Asian Finance*, 9(3), 295–0302. <https://doi.org/10.13106/jafeb.2022.vol9.no3.0295>
- Afandi, A., Sani, A., & Arifin Lubis, M. (2024). *Optimizing MSMEs: Google My Business Strategy to Increase the Visibility of Pematang Siantar MSMEs Article History*. <https://doi.org/10.31960/caradde.v7i3.2150>
- Afriani, G., Sri Hastuti, L., & Farida, H. (2024). Marketing Strategy for Food MSMEs with WhatsApp as the Main Media. *Researcher Academy Innovation Data Analysis (RAIDA)*, 1(1), 56–64. <https://doi.org/10.5281/zenodo.12607388>
- Agustina, A., Ambarwati, R., & Sari, H. M. K. (2023). Social Media as *Digital marketing* Tool in MSME: A Systematic Literature Review. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 13(1), 266. <https://doi.org/10.30588/jmp.v13i1.1534>
- Amri, A., & Amir, B. (2023). Adaptasi *Digital marketing* UMKM Kopi Produk Menuju Transformasi Digital di Era Pandemi Covid-19. *Journal Social Society*, 3(2). <https://doi.org/10.30605/jss.3.2.2023.342>
- Anggriani Saputri, S., Berliana, I., Nasrida, M., Ekonomi Dan Bisnis, F., & Palangka Raya, U. (2023). *Peran Marketplace Dalam Meningkatkan Daya Saing Umkm Di Indonesia*. 3(1).
- Ashrafa, M. U., Nawaz Khanb, S., & Ansaric, A. A. (2022). Pages 01-07 Journal Homepage: <https://journals.internationalrasd.org/index.php/job> Impact of Brand Awareness and Social Media Content Marketing on Brand Loyalty: The Mediating Role of Brand Trust. *Journal of Organization & Business*, 3(1). <https://doi.org/10.52131/job.2022.0301.0011>
- Barkat Ansari, Syamsul Bachri, Ira Nuriya Santi, & Farid Farid. (2024). Implementasi *Digital marketing* Terhadap Perkembangan UMKM Di Huntap Pombewe Kabupaten Sigi. *Sammajiva: Jurnal Penelitian Bisnis Dan Manajemen*, 2(1), 258–264. <https://doi.org/10.47861/sammajiva.v2i1.857>
- Bermeo-Giraldo, M. C., Valencia-Arias, A., Ramos de Rosas, J. D., Benjumea-Arias, M., & Villanueva Calderón, J. A. (2022). Factors Influencing the Use of *Digital marketing* by Small and Medium-Sized Enterprises during COVID-19. *Informatics*, 9(4). <https://doi.org/10.3390/informatics9040086>

- Bruce, E., Shurong, Z., Ying, D., Yaqi, M., Amoah, J., & Egala, S. B. (2023). The Effect of *Digital marketing* Adoption on SMEs Sustainable Growth: Empirical Evidence from Ghana. *Sustainability*, 15(6), 4760. <https://doi.org/10.3390/su15064760>
- De, O., Simanjutak, P., Roberto,) ;, & Purba, R. (2024). Analysis Of The Influence Of *Digital marketing* Strategy Through Search Engine Optimization (SEO) In Increasing Sales Of Msme Products In Indonesia. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(4), 4251–4260. <https://doi.org/10.37676/ekombis.v12i4>
- Deby Laras Wati, Vicka Septianingsih, Wildan Khoeruddin, & Zidan Quraish Al-Qorni. (2024). *Peranan UMKM (Usaha Mikro, Kecil dan Menengah) dalam Meningkatkan Perekonomian Indonesia*. 3(1).
- Dewi, B., Andiana, L., Hurriati, L., & Fathurrahman, F. (2021). *Adoption of Digital marketing in Strengthening Micro, Small and Medium Enterprises in Mataram City during The Covid 19 Pandemic*.
- Dilys, M., Sarlauskiene, L., & Smitas, A. (2022). Analysis of the concept of content marketing. *International Journal of Advanced and Applied Sciences*, 9(5), 47–59. <https://doi.org/10.21833/IJAAS.2022.05.006>
- Dubey, N. (n.d.). *IJIRMP1806* Website: www.ijirmps.org Email: editor@ijirmps.org 1 Comparative Analysis of Traditional Marketing vs. Digital marketing Strategies. www.ijirmps.org
- Gao, J., Siddik, A. B., Khawar Abbas, S., Hamayun, M., Masukujaman, M., & Alam, S. S. (2023). Impact of E-Commerce and *Digital marketing* Adoption on the Financial and Sustainability Performance of MSMEs during the COVID-19 Pandemic: An Empirical Study. *Sustainability (Switzerland)*, 15(2). <https://doi.org/10.3390/su15021594>
- Ghazy Haidar Dakhilullah. (2023). *Perancangan Film Dokumenter “Golok Cibatu” Sebagai Upaya Melestarikan Budaya*.
- Hafidz, F., Puspita Sari, H., Ayu Lestari, N., Salman Alfariji, M., Cahya Putri, N., Rahayu, W., Rohmawati, W., Sunan Maulana, M., Alam Ginto, A., Studi Pendidikan Pancasila dan Kewarganegaraan, P., Keguruan dan Ilmu Pendidikan, F., Sultan Ageng Tirtayasa, U., Serang, K., & Banten, P. (n.d.). *Eksistensi Generasi Muda Dalam Melestarikan Tradisi Warisan Budaya Seni “Golok Ciomas” di Era Society 5.0* (Vol. 2, Issue 1).
- Intan Deanida Pratiwi, M Fitrah Ramadhan, M Fauzan Algipari, Muhammad Naufal Rafly, & Salya Aina Zahratal Ilmi. (2023). *Analisis Perbandingan Penjualan Online Dan Offline Terhadap Pendapatan Produk Pandai Besi Di Wilayah Cibatu*. <https://doi.org/https://doi.org/10.37010/jdc.v4i2.1408>

- Jadhav, G. G., Gaikwad, S. V., & Bapat, D. (2023). A systematic literature review: *digital marketing* and its impact on SMEs. In *Journal of Indian Business Research* (Vol. 15, Issue 1, pp. 76–91). Emerald Publishing. <https://doi.org/10.1108/JIBR-05-2022-0129>
- Jurnal Pkm Manajemen ; Sanitias, S., & Dani, M. (2022). Optimization Of Msmes Marketing Using Whatsapp. *Jurnal PKM Manajemen Bisnis*, 2(1), 1–10. <https://doi.org/10.37481>
- Kamil, M. A., & Ridlo, M. R. (2024). Analisis Potensi *Digital marketing* pada UMKM Industri Halal. *Jurnal Rumpun Ekonomi Syariah*, 7(1).
- Kerajinan Perkakas Pertanian Desa Ciberem, M., Beny Widjarnako, B., Wakhudin, W., Purbomartono, C., Ahmad Dahlan, J. K., Iii, D., Kembaran, K., Banyumas, K., & Tengah, J. (n.d.). Developing Agricultural Tool Crafts in Ciberem Village Article History. *Jurnal Pengabdian Pada Masyarakat Indonesia*, 2(1), 27–36. <https://doi.org/10.62951/manfaat.v2i1.273>
- Kumari, N. (n.d.). A Study on *Digital marketing* and its Components. In *IJFMR240214974* (Vol. 6, Issue 2). www.ijfmr.com
- Li, C. H., Chan, O. L. K., Chow, Y. T., Zhang, X., Tong, P. S., Li, S. P., Ng, H. Y., & Keung, K. L. (2022). Evaluating the Effectiveness of Digital Content Marketing Under Mixed Reality Training Platform on the Online Purchase Intention. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.881019>
- Manajemen Bisnis, J., Andika, A., Huang, J. C., & Sebastian, J. C. (2021). *Analysis of Digital marketing Adoption in Indonesian Micro, Small, and Medium Enterprises* Bina Nusantara University (1) (2) (3) (4). 18(3). <http://journal.undiknas.ac.id/index.php/magister-manajemen/308><http://journal.undiknas.ac.id/index.php/magister-manajemen/>
- Maulida, A., & Pranatami, D. A. (2024). Optimization Of *Digital marketing* In The Marketplace. *Prosiding Seminar Nasional Manajemen Dan Ekonomi*, 3(1), 1–08. <https://doi.org/10.59024/semnas.v2i2.412>
- Mechman, A., Sarah Omar, S., Hamawandy, N. M., Abdullah, A. S., & Qader, A. N. (2021). The Effect of *Digital marketing*, And E-Commerce on SMEs performance of Baghdad. In *Journal of Positive School Psychology* (Vol. 2022, Issue 3). <http://journalppw.com>
- Muttaqin, Z., & Dewi Pebriyani, N. (n.d.). *Langkah Melestarikan Golok Walahir Sebagai Salah Satu Identitas Budaya Masyarakat Sindangkerta Tasikmalaya Steps To Preserve Golok Walahir As One Of The Cultural Identities Of The Sindangkerta Society Tasikmalaya*. *Jurnal Seni Rupa*, 13.
- Nichifor, E., Lixăndroiu, R. C., Maican, C. I., Sumedrea, S., Chițu, I. B., Tecău, A. S., & Brătucu, G. (2022). Unlocking the Entrepreneurial State of Mind for Digital Decade: SMEs and

- Digital marketing. *Electronics* (Switzerland), 11(15).
<https://doi.org/10.3390/electronics11152358>
- Nur, M., *1, Z., Putra, D., Sakti, B., & Dakwah, M. M. (n.d.). *Experimental Student Experiences The effectiveness of the Google My Business (GMB) platform in expanding marketing reach for Micro, Small and Medium Enterprises (MSMEs) in the Mataram Tangan Di Atas (TDA) Business Community Efektivitas platform Google My Business (GMB) dalam perluasan jangkauan pemasaran bagi Usaha Mikro, Kecil, dan Menengah (UMKM) pada Komunitas Bisnis Tangan Di Atas (TDA) Mataram.* <https://doi.org/10.58330/ese.v1i9.372>
- Pranata, S., Narimawati, U., & Syafei, M. Y. (2024). Content Marketing, Social Media Marketing And Search Engine Optimization (Seo) On Successful Business Performance In Msmes In Cirebon City With Digital Literacy As An Intervening Variable. *Jurnal REKOMEN (Riset Ekonomi Manajemen)*, 7(1), 272–283.
- Pratiwi, A. M., & Rohman, A. (2023). Penerapan Strategi *Digital Marketing* Dalam Meningkatkan Omset Dengan Pendekatan Analisis Swot Perspektif Marketing Syariah Pada Toko Fihadaessie Surabaya. *Jesya*, 6(1), 881–898.
<https://doi.org/10.36778/jesya.v6i1.1018>
- Pratiwi, A., Putri, M., & Valentia, Y. (2023). *Grounding Communication for Sustainable Development Towards The Digital 5.0 Era Pekanbaru.*
- Purnomo Wibowo, A., Wijjastuti, S., Dwanita Widodo, Z., & Author, C. (2023). The Effect of Marketplace and Social Media as a Marketing Strategy on the Expansion of Creative Industry Market Segments. *International Journal of Asian Business and Management (IJABM)*, 2(4), 411–422. <https://journal.formosapublisher.org/index.php/ijabm>
- Qudus, N., Nirwana¹, S., & Biduri, S. (n.d.). Implementasi *Digital Marketing* Pada Umkm Di Era Revolusi Industri 4.0 (Study Pada Umkm Di Kabupaten Sidoarjo). *Balance: Economic, Business, Management, And Accounting Journal*, Xvii(1).
- Resti, O., Illahi, A. B., & Tinggi Ekonomi Syariah Manna Wa Salwa, S. (2023). *Implementasi Digital Marketing Pada Umkm Di Kabupaten Pasaman Saat Era Revolusi Industri 4.0 Implementation Of Digital Marketing For Umkm In Pasaman During The Era Of Industrial Revolution 4.0.*
- Risdwiyanto, A. (2024). Effectiveness Of Content Marketing On Social Media Platforms In Increasing Brand Awareness. *International Journal Of Financial Economics (Ijefe)*, 1(Oktober), 862–874.

- Rulinawaty, R. R. L. (2021). "Orang Kampung", *Digital marketing, Dan Kebijakan Publik: Sebuah Tinjauan Dan Agenda Penelitian. Studi Kasus : Pemasaran Tradisional Songko Recca.*
- Rusdana, N. R., Choirani, S. J., & Friska, A. S. (2022). *Digital marketing* Communication Strategy for Micro, Small and Medium Enterprises (MSMEs) in Business Competition. In *International Journal of Research and Applied Technology* (Vol. 2, Issue 1).
- Sahara, A. D., Fadillah, Moh. A., & Fauzan, R. (2023). Golok Seuat sebagai Identitas Budaya Banten. *JAWI*, 6(2), 135. <https://doi.org/10.24042/00202361822900>
- Silalahi, H., & Guna, S. (2024). Enhancing Brand Awareness through Content Marketing Strategy Analysis in the Digital Landscape. In *Journal on Economics, Management and Business Technology* (Vol. 3, Issue 1). www.plus62.isha.or.id/index.php/JEMBUT
- Singh Bist, A., Agarwal, V., Aini, Q., & Khofifah, N. (2022). Managing Digital Transformation in Marketing: "Fusion of Traditional Marketing and *Digital marketing*." *International Transactions on Artificial Intelligence* , 1(1), 18–27. <https://doi.org/10.34306>
- Sirojudin, M. (2023). *Implementasi Digital marketing Oleh UMKM Di Indonesia: A Scoping Review*. 2(2).
- Sukoco, H., & Krisnaresanti, A. (2023). Penggunaan Media Sosial Sebagai Adaptasi Strategi Pemasaran Umkm Saat Pandemi Covid-19: Tinjauan Literatur. In *Jurnal Manajemen, Akuntansi, Ekonomi* (Vol. 3, Issue 1). <https://jurnal.erapublikasi.id/index.php/JMAE/index>
- Suryawardani, B., Wulandari, A., Satrya, G. B., Wijaya, R., Lukito, W., Prabawa, B., & Marcelino, D. (2021). Creative *Digital marketing* and Advanced Internetworking Assistance Programs for Micro, Small and Medium Enterprises in Buah Batu District Bandung. *Jurnal Pengabdian Kepada Masyarakat*, 05, 361–376.
- Syaifullah, J., Syaifudin, M., Sukendar, M. U., & Junaedi, J. (2021). Social Media Marketing and Business Performance of MSMEs During the COVID-19 Pandemic. *Journal of Asian Finance, Economics and Business*, 8(2), 523–531. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0523>
- Syam, A., Alfa Sikar, M., Bt Mamma, B., & Oktaviyah, N. (2022). WhatsApp Business Application as a *Digital marketing* Strategy of UMKM. In *Advances in Economics, Business and Management Research* (Vol. 205).
- Thaha, A. R., Maulina, E., Muftiadi, A., Alexandri, M. B., Rahim Thaha, A., & Muftiadi, R. A. (n.d.). *Digital marketing and SMEs: A Systematic Mapping Study* *Digital marketing and SMEs: A Systematic Mapping Study*. <https://doi.org/10.5281/zenodo.13285382>

- Udayana, A. A. G. B., Fatmawaty, A. S., Makbul, Y., Priowirjanto, E. S., Ani, L. S., Siswanto, E., Susanti, W., & Andriani, S. (2024). Investigating the role of e-commerce application and *digital marketing* implementation on the financial and sustainability performance: An empirical study on Indonesian SMEs. *International Journal of Data and Network Science*, 8(1), 167–178. <https://doi.org/10.5267/j.ijdns.2023.10.007>
- Utami, A., 1*, S., & Sunrawali, A. N. (2022). *Digital marketing* dalam pengembangan usaha mikro, kecil, dan menengah. *Online) KINERJA: Jurnal Ekonomi Dan Manajemen*, 19(1), 170. <https://doi.org/10.29264/jkin.v19i1.10207>
- Utilization of Digital marketing for MSME Players as Value Creation for Customers during the COVID-19 Pandemic.* (2021). <https://doi.org/10.200609/ijsoc.v3i1.264>
- Wanof, M. I., & Gani, A. (2023). MSME Marketing Trends in the 4.0 Era: Evidence from Indonesia. *Apollo: Journal of Tourism and Business*, 1(2), 36–41. <https://doi.org/10.58905/apollo.v1i2.22>
- Wardhani, A. K., & Romas, A. N. (2022). Analysis of *Digital marketing* Strategies in the Covid-19 Pandemic. *EXERO : Journal of Research in Business and Economics*, 4(1), 29–53. <https://doi.org/10.24071/exero.v4i1.5025>
- Wei, Z., Benny Hina, H., Jiao, D., Putri Yudilestari, E., & Author, C. (2024). The Effectiveness of Content Marketing in Building Brand Awareness. *Journal Markcount Finance*, 2(2). <https://doi.org/10.70177/jmf.v2i2.1288>
- Yendra, Y., Zakaria, Z., & Noy, I. (2024). The Impact of *Digital marketing* on Local Businesses. *Advances in Community Services Research*, 2(1), 49–61. <https://doi.org/10.60079/acsr.v2i1.340>
- Yulya Ammi Hapsari, Putri Apriyanti, Aldi Hermiyanto, & Fahrur Rozi. (2024). Analisa Peran UMKM Terhadap Perkembangan Ekonomi di Indonesia. *Jurnal Manajemen Dan Ekonomi Kreatif*, 2(4), 53–62. <https://doi.org/10.59024/jumek.v2i4.464>