

## REFERENCES

- Adawiyah, R., & Adhitya, F. (2021). Restructuring MSMEs Businesses Through the Use of Digital Marketing as a Reflection on the Economic Impact of the Covid-19 Pandemic. *Journal of Digital Marketing and Halal Industry*, 3(2), 133–148. <https://doi.org/10.21580/jdmhi.2021.3.2.8440>
- Amirudin, M., Sangadji, M., & Leasiwal, T. C. (2024). The Influence of Digital Marketing on the Income of Micro and Medium Enterprises in Ambon City. *SEA Jurnal Ekonomi*, 13(3). DOI: 10.54209/ekonomi.v13i01.
- Andzelika Brigthri, TS (2024). Analysis of MSME Marketing Strategy to Increase Business Growth in the Digital Era. *Technomedia Journal*, Vol.9 No.1.
- Arfan, N., & Hasan, H. A. (n.d.). *Penerapan Digital Marketing dalam Upaya Peningkatan Pendapatan Usaha Mirko Kecil dan Menengah*.
- Ariawan, A. B., & Ariani, K. R. (n.d.). *The Effect of Financial Literacy, Digital Payment, Digital Marketing, and E-Commerce on MSME Income*.
- Asikin, M. Z., Fadilah, M. O., Saputro, W. E., Aditia, O., & Ridzki, M. M. (2024). The Influence Of Digital Marketing On Competitive Advantage And Performance of Micro, Small And Medium Enterprises. *International Journal of Social Service and Research*, 4(3).
- Asrol, S., Lidyah, R., & Hartini, T. (2023). THE INFLUENCE OF DIGITAL MARKETING ON THE INCREASE OF MSMES INCOME IN PALEMBANG. *BUSINESS AND SUSTAINABILITY*, 1(1).
- Chaffey, D., & Chadwick, F. E. (2016). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson.
- D. Apasrawirote, K. Yawised, and P. Muneesawang, “Digital marketing capability: the mystery of business capabilities,” *Mark. Intell. Plan.*, vol. 40, no. 4, pp. 477–496, 2022 “
- D. Jonas, N. A. Yusuf, and A. R. A. Zahra, “Enhancing Security Frameworks with Artificial Intelligence in Cybersecurity,” *Int. Trans. Educ. Technol.*, vol. 2, no. 1, pp. 83–91, 2023.”
- Dinar, M., & Supatminingsih, T. (2022a). *Pengaruh Pemasaran Digital Terhadap Peningkatan Pendapatan UMKM di Kecamatan Polewali Kabupaten Polewali Mandar*.

- E. Hermawan, "Competitive Strategy, Competitive Advantages, dan Marketing Performance pada Marketplace Shopee Indonesia," *J. Kewirausahaan Dan Multi Talent.*, vol. 1, no. 1, pp. 1–13, 2023 “
- Ekatama, M. R., Isabella, A. A., & Rizky, N. D. (2023). *PENGARUH DIGITAL MARKETING DAN INOVASI PRODUK TERHADAP PENDAPATAN UMKM DI KABUPATEN MESUJI*. 2(1).
- Faculty of Economics and Management Institut Pertanian Bogor, Afifah, A. N., Najib, M., Faculty of Economics and Management Institut Pertanian Bogor, Sarma, M., Faculty of Economics and Management Institut Pertanian Bogor, Leong, Y. C., & Operation Management Research Centre, Faculty of Economics and Management University Putra Malaysia. (2018a). DIGITAL MARKETING ADOPTION AND THE INFLUENCES TOWARDS BUSINESS SUCCESSES OF MSMEs CREATIVE SECTOR IN INDONESIA AND MALAYSIA. *JURNAL APLIKASI MANAJEMEN*, 16(3), 377–386. <https://doi.org/10.21776/ub.jam.2018.016.03.01>
- Febriyantoro, A., & Arisandi, N. (2018). Benefits of digital marketing for small enterprises. *Jurnal Ekonomi dan Bisnis*.
- Gani, M. O., & Faroque, A. R. (2021). Digital marketing. In *Cross-Border Marketplace Marketing and Management* (pp. 172-202). IGI Global.
- Gumilang, R. (2019). Communication strategies for MSMEs through digital media. *Journal of Digital Marketing*.
- Hadi, D. F., & Zakiah, K. (2021a). *STRATEGI DIGITAL MARKETING BAGI UMKM (USAHA MIKRO KECIL DAN MENENGAH) UNTUK BERSAING DI ERA PANDEMI*. 16.
- Hafizh, M., & Silalahi, P. R. (2022). THE INFLUENCE OF DIGITAL MARKETING ON SHARIA MSME INCOME (STUDY OF SHARIA MSMEs IN DELI SERDANG REGENCY). *El-Amwal*, 5(2), 34. <https://doi.org/10.29103/el-amwal.v5i2.8863>
- Hapsari, V. R. (2023). *Digital Business As An Effort To Increase Income For Msmes In Border Areas*. 13(03).
- Jushermi, J., Yelgo Daniel Turnip, & Tengku Firli Musfar. (2024). Acceptance Model for Utilizing E-Marketplace Tokopedia with Technology Acceptance Model Among Pekanbaru City Communities. *West Science Business and Management*, 2(01), 107–121. <https://doi.org/10.58812/wsbm.v2i01.562>
- Kawira, K. D., & Mukulu, E. (n.d.). Effect of Digital Marketing on the Performance of MSMES in Kenya. *Journal of Marketing*, 2(1).

- Kementerian Koperasi dan UKM Republik Indonesia. (2018). Perkembangan Data Usaha Mikro, Kecil, Menengah (UMKM) dan Usaha Besar (UB).  
<http://www.depkop.go.id/data-umkm>
- Kementerian Koperasi dan Usaha Kecil dan Menengah. (2020). Statistik UMKM 2020. Jakarta: Kemenkop UKM.
- Kumar, B., Sharma, A., Vatavwala, S., & Kumar, P. (2020). Digital mediation in business-to-business marketing: A bibliometric analysis. *Industrial Marketing Management*, 85, 126-140.
- Kusuma, J., No, B., Pekalongan, K., & Tengah, J. (2020). Di Tengah Dampak Covid19.
- Leeflang, P. S. H., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, 32(1), 1-12.
- M. A. Iqbal and R. Indradewa, "The Influence of Brand Image and Service Quality on Customer Loyalty which is Mediated by Customer Satisfaction (Case Study PT. Indosat)," *Int. J. Res. Rev.*, vol. 8, no. 3, pp. 646–658, 202.
- Marbun, D. S. N., & Simanjuntak, M. (2021a). Pengaruh Digital Marketing terhadap Peningkatan Kinerja Pemasaran UMKM Pariwisata di Kabupaten Toba Indonesia. *Prosiding Seminar Nasional Ekonomi dan Bisnis*, 1, 130–142.  
<https://doi.org/10.33479/sneb.v1i.125>
- Mirani, D., Aryansah, J. E., & Musdalifah, F. S. (2022). Efektifitas Program Palembang Go-Digital Bagi Pelaku UMKM di Masa Pandemi Covid19. Kolaborasi .  
<http://journal.unismuh.ac.id?index-php/kolaborasi>
- Multhazam, R., Sahabuddin, R., Amin, A. N., & Sulolipu, A. A. (2025). *LITERATURE REVIEW: DIGITAL MARKETING STRATEGY TO INCREASE MSME INCOME*. 3(3).
- N. N. Rafiana, "Technopreneurship Strategy to Grow Entrepreneurship Career Options for Students in Higher Education," *ADI J. Recent Innov.*, vol. 5, no. 2, pp. 110–126, 2024.
- Noviyanti, R., & Azizah, F. N. (2023). The Effect of Social Media-Based Digital Marketing Toward Increasing Income of MSMEs Gondanglegi Malang in Islamic Economic Perspective. *Iqtishodia: Jurnal Ekonomi Syariah*, 8(1), 16–24.  
<https://doi.org/10.35897/iqtishodia.v8i1.1123>
- Palupi, E. R., & Sulistyowati, R. (2022). Pengaruh Digital Marketing Berbasis Marketplace terhadap Peningkatan Penjualan Ledre Super UMKM Perempuan di Bojonegoro. *Ekonomis: Journal of Economics and Business*, 6(2), 780-783.
- Pana, K., Mitan, W., & Lamawitak, P. L. (2024). The Influence of Digital Economy Development on the Income of Micro, Small, and Medium Enterprises in East Alok

- District. *Neo Journal of Economy and Social Humanities*, 3(2), 145–159. <https://doi.org/10.56403/nejesh.v3i2.209>
- Pradiani, S. (2017). Pemasaran Digital dalam Era Global.
- Pratama, I. G. S., & Idawati, I. A. A. (2021). THE ROLE OF DIGITAL MARKETING AND BUSINESS CAPITAL IN INCREASING INCOME OF MSMES IN DENPASAR CITY IN THE CONDITIONS OF COVID-19. *Russian Journal of Agricultural and Socio-Economic Sciences*, 120(12), 49–52. <https://doi.org/10.18551/rjoas.2021-12.05>
- Putri, A., & Arif, M. (2023). Pengaruh Digital Marketing Dan Inovasi Produk Terhadap Pendapatan. *Jesya*, 6(1), 194–208. <https://doi.org/10.36778/jesya.v6i1.915>
- Putri, W. (2022). The role of social media in enhancing consumer engagement. *Kinerja: Journal of Economics and Management*.
- Raya Sulistyowati. (2021). Transformasi Pemasaran Melalui Media Digital.
- Ridzki, M. M., Fadilah, M. O., & Asikin, M. Z. (2023). The effect of digital marketing strategy on MSME performance mediated by competitive advantage. *International Journal of Social Service and Research*, 4(3), 1-20.
- Sagita, R., & Wijaya, N. (2022). Barriers to MSME growth in a digital economy. *Jurnal Ekonomi Indonesia*.
- Selasi, D., Agustiani, L. R., & Vidiati, C. (n.d.). *Efforts to Change the Income of Micro, Small and Medium Enterprises (MSMES) Through Digital Marketing*.
- Setiawan, R. (2021). Strategi Pemasaran Digital untuk UMKM.
- Shobaruuddin, M. (2020). The impact of technology on MSMEs: A review. *International Journal of Small Business Research*.
- Sidqi, dkk., (2021) hanya 8 juta UMKM atau 13% dari seluruh UMKM yang sudah online, dan 87% masih offline (Sidqi, dkk., 2021).
- Sihombing, N. S. (2022). Digital Marketing. CV. Pena Persada.
- Simanjutak, O. D. P., & Purba, R. R. (2024a). 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). <https://doi.org/10.37676/ekombis.v12i4.7136>
- Siti Nur Padila, CI (2023). Social Media Content to Increase MSME Revenue. *Perfect Education Fairy, Volume 1, Number 4 , 152-162*.
- Sulistyaningsih, E., Murti, W., & Ratnasih, C. (2024). Analysis of E-Marketing Strategy and Business Innovation in Optimizing Improvement of Service Quality and Its Effect on

MSME Income. *ADI Journal on Recent Innovation (AJRI)*, 5(2), 155–167.  
<https://doi.org/10.34306/ajri.v5i2.1045>

Syakur, A., & Alijoyo, F. A. (2024). Pengaruh Strategi Digital Marketing, Inovasi Produk, Dan Modal Usaha Terhadap Pendapatan UMKM. *Swabumi*, 12(1), 54–60.  
<https://doi.org/10.31294/swabumi.v12i1.20032>

Tresnasari, R., & Zulganef, Z. (2023). Increasing MSME Performance Through Institutional Strengthening, Entrepreneurship, and Digital Marketing. *International Journal of Research in Community Services*, 4(1), 11–17. <https://doi.org/10.46336/ijrcs.v4i1.383>

Wahiddudin, M. (2019). Pembiayaan Dan Usaha Mikro, Kecil Dan Menengah (UMKM) Terhadap Lembaga Keuangan Mikro Syariah (LKMS). *Al-Urban*, 3(1), 55-67.

Windayani, W. (2024). THE IMPACT OF ONLINE MARKETING STRATEGIES IN INCREASING THE INCOME OF MSMEs ACTORS. *Journal of Finance, Economics and Business*, 3(2), 100–111. <https://doi.org/10.59827/jfeb.v3i2.193>

Yaniar, N., Sasono, A. D., Sukoco, A., & Rosyid, A. (2021). Financial Technology and Digital Marketing on MSMEs and their Impact on Financial Performance and Business Sustainability. *IJEBD (International Journal of Entrepreneurship and Business Development)*, 4(6), 828–838. <https://doi.org/10.29138/ijebd.v4i6.1546>

Yuniasih, N. W., et al. (2023). The Influence of Information Technology on MSME Development during the Covid-19 Pandemic. *Champion: Accounting Research Journal*.

Yusuf, A. M., Astuti, M., & Ariani, M. B. N. (2022a). The Effect of Digital Marketing Mix Strategy on Marketing Performance Through the Implementation of Customer Relationship Management MSME 4.0 DKI Jakarta. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 2(4), 381–396.  
<https://doi.org/10.52218/ijbtob.v2i4.213>

Yusuf, N. M. (n.d.-a). *The Influence of Digital Marketing and E-commerce on MSME Marketing Performance with Entrepreneurship Orientation as Moderating*.