The Effect Of Digital Marketing On Increasing Product Sales In Micro, Small And Medium Enterprises (MSMEs) In Palembang City

Muhammad Saim
Universitas PGRI Semarang
Email: saemghozali@gmail.com

Efriyani Sumastuti
Universitas PGRI Semarang
Email: efriyanisumastuti@upgris.ac.id

Qristin Violinda
Universitas PGRI Semarang
Email: qviolinda@upgris.ac.id

Jl. East Sidodadi No.24, Karangtempel, Semarang City
Corresponding author: saemghozali@gmail.com

Abstract: *In order to ascertain the impact of digital marketing on raising product sales in micro, small, and medium companies (MSMEs) in Palembang City, this research studies MSMEs in that city. A total of 40,130 MSMEs in Palembang City made up the population for this research, and 100 MSMEs made up the sample. This study employs a research methodology that combines random sampling with probability sampling approaches. The application SPSS 24 was used for the study's data analysis. Multiple linear regression analysis was performed in the data analysis process. The analysis and discussion's findings indicate that in Micro, Small and Medium-Sized Enterprises (MSMEs) in Palembang City, the Digital Marketing Variable has a partial positive effect on Increased Sales, the Type of Digital Marketing has a partial positive effect on Increased Sales, and the Digital Marketing Strategy has a partial positive effect on Increased Product Sales.*

Keywords: *Digital Marketing; Product Sales; Marketing Strategy; MSMEs.*

INTRODUCTION

Changes in the marketing industry are inevitable in the dynamic and ever-evolving commercial world, just as they are in the scientific world. Advances in computing power provide a more extensive reach for online advertisements and commerce. Traditional offline marketing has given way to cutting-edge internet marketing in the social media age (Oktaviani et al., 2022). The public is increasingly interested in using digital marketing, which is one kind of advertising, to promote a wide range of current endeavors. Digital marketing, which is replacing more conventional forms of advertising, is becoming the norm. With digital marketing, you may reach customers all over the globe and do business with them instantly (in real time) (Pradiani, 2017). Digital marketing has matured into a powerful tool for promoting goods and services in the Internet age. Palembang City, Indonesia, is a major metropolitan area with many residents and rapid economic growth. Many Palembang City MSMEs still haven't

discovered the benefits of digital marketing for expanding their customer base and closing more deals. Therefore, the purpose of this study is to analyze how MSMEs in Palembang City, Indonesia, use digital marketing to increase their product sales. The primary goals of this research are to determine whether or not MSMEs in Palembang City can increase product sales through digital marketing, what kind of digital marketing is most effective in doing so, and to make recommendations to MSMEs in Palembang City about the best digital marketing strategy for increasing product sales.

LITERATURE REVIEW

Digital Marketing

Digital advertising is a promotional endeavor that employs the internet and diverse data technologies to broaden the market and enhance revenue (Juliana et al., 2020). The increase in sales volume after using digital marketing, is the most helpful thing, that consumers are made easier to get to know their products and keep up with the latest developments in what they offer. Consumers know quickly about price changes, promos and the emergence of new products, thus consumer interest in buying is increasing, coupled with a very easy communication process, which can be done anywhere (Rozinah & Meiriki, 2020). Using digital marketing aims to increase product marketing so that the sales target each month can also increase. The foremost advantage is that the interaction with clients and vendors is heightened and optimized, as it allows for direct and continuous communication round the clock/ in real-time (Hasiholan & Amboningtyas, 2021). According to Iqbal, (2021) Digital Marketing indicators are:

a. Availability is the capacity of users to reach out to information and services provided through online promotion.

b. *Interactivity,* engagement is the degree of bi-directional communication that pertains to the mutual capability of communication between marketers and customers, and the ability to react to the feedback they receive.

c. *Entertainment* is the potential of advertising to offer enjoyment or amusement to customers.

d. *Credibility* is the degree to which internet users trust the advertising that are presented or the extent to which they can rely on adverts to enlighten them.

e. *Irritation* are interruptions that occur in online advertising, such as manipulation of advertisements that lead to fraud or consumers' bad experiences with online advertising.

f. The informative aspect of advertising is crucial as it enables consumers to acquire knowledge about a product. Additionally, advertising should ensure that an accurate

representation of the product is conveyed, thereby enabling consumers to obtain economic advantages.

Types of Digital Marketing

Online media platforms are electronic channels of communication used to increase consumer awareness of a company's existence, its products, and services, as well as to entertain and persuade consumers to visit a company's website to learn more about the company's offerings and, hopefully, to make a purchase, either immediately or at a later time, through other channels (such as the phone or in person). According to (Arfan & Hasan, 2022). There are primarily six digital media outlets (Chaffey et al., 2015):

a. Search Engine Marketing (SEM) is the practice of using online advertisements on search engine results pages to direct users to marketers' product websites. by posting advertisements on search engines to encourage people to click over to websites when they enter specific keyword phrases.

b. Public Relations Online Utilize third-party websites like social networks or blogs that the company's target demographic just so happens to frequent to increase mentions and beneficial interactions with the company's brand, goods, or website.

c. Online Collaborations, make and oversee long-term agreements for the promotion of the company's online services via email or on other websites.

d. Advertising That Is Interactive, promoting a brand online and encouraging users to visit a specific website by using banners and multimedia adverts.

e. Marketing via opt-in emails, use of internal lists to retain and activate customers.

f. Incorporates and encourages customer involvement on a company's own website, on social networks like Facebook, Twitter, and Instagram, or on publisher websites, blogs, and forums. Social media marketing is a major subgenre of digital marketing.

Digital Marketing Strategy

According to Chaffey et al., (2009) Following the advancement of digital technology and creating strategies to draw customers and guide them to a mix of electronic and conventional communication is crucial for the success of any business. According to Hadi & Zakiah, (2021) Digital marketing strategy is considered as a solution for MSME players in facing competition in the pandemic era, this is because digital marketing has several advantages, one of which is able to generate higher sales levels because the use of digital marketing further minimizes distance and time restrictions. Customers do not need to spend time traveling to the store; instead, they may make purchases using just their fingertips. Digital marketing tactics to attract customers, shape preferences, promote brands, boost sales, and

boost profitability (Widiastuti, 2021). Strauss and Frost (2014) outline the seven steps involved in e-marketing strategy development: situation analysis, objectives, e-marketing strategy, implementation plan, budget, and evaluation plan. The whole breakdown is as follows:

a. Analysis of Situation and Condition The examination of the company's strengths, opportunities, weaknesses, and threats is the initial stage of the business concept. The scenario analysis used in this section is a SWOT analysis. Using a SWOT analysis, you may compare internal (Strengths and Weaknesses) and external (Opportunities and Threats) factors that affect business.

b. Strategic E-Marketing Planning A straightforward seven-step process is used in this stage to assess and analyze market opportunities (MOA).

c. Objectives E-marketing goals may be divided into task, quantity, and time categories. Task (the intended result). a quantifiable amount (how much). Period of time (when). The majority of e-marketing seeks to accomplish a number of goals, including the following: share of the market growth.

d. *E-marketing Strategy*, The 4Ps and other marketing tactics are included in the e-marketing strategy, Product, Price, Place, and Promotion.

e. Plan for Implementation The business now determines how to use efficient and original techniques to accomplish its objectives. To accomplish the goals of the plan, marketers choose the marketing mix (4P), management methods, and other tactics before creating an implementation plan.

f. Budget Identifying the anticipated returns on an investment is essential to effective strategic planning. Marketers will continue to track real income and expenses during the plan's execution to determine the outcomes that have been obtained.Identifying the anticipated returns on an investment is essential to effective strategic planning. Marketers will regularly track real income and expenditures during the plan's implementation to determine the outcomes.

g. Plan of Evaluation The effectiveness of e-marketing strategies relies on ongoing assessment as they are put into action. The plan's goals will determine the sort of assessment used.

Sales Rate

According to Sudrartono, (2019) explains that sales is an activity that includes all activities that occur in transferring goods and providing assistance and information to the final buyer or to the distributor. Kotler & Amstrong, (2008) Kotler argues that the concept of sales is that consumers if left alone usually will not buy products from the company. Furthermore, Kotler argues that there are five factors that influence the high and low level of sales, namely:

a. The condition factor and the ability to sell, namely, a salesperson must have a high ability to convince potential buyers so that they are willing or buy back the products they have bought so far.

b. The factor of market conditions, is the ability of buyers by prospective buyers whether prospective buyers are strong or not to buy products.

c. Financial factors, every activity usually requires capital. Because capital is used to drive activities, where companies need to introduce their products to buyers so that they attract their attention.

d. The company's organizational factors, especially its organizational structure, also affect sales success, such as increasing efficiency and increasing productivity.

e. Promotion factors, promotion also influences the success of sales. Therefore, organizations that dare to provide large funds for promotion will increase their sales levels, because promotion is a tool to introduce their products to the consumer community.

In addition, the sales velocity According to Sudrartono, (2019), sales are the quantity given by a corporation to industrial customers via distributors. It is elaborated that the company's net sales level is the sum of the sales of all products over a given time period and the sales outcomes achieved from market share, which is potential sales and can include territorial groups and other buyer groups over the same time period.

RESEARCH METHOD

This study employed a quantitative approach combined with descriptive and causal research. In Palembang City, there were 40,130 MSMEs participating in this survey. In this research, a probability sampling strategy was combined with a straightforward random sampling method, which involves selecting sample participants at random from the population without taking into account the population's strata. The population size in this research is known, thus the Moe formula is used to calculate the sample size. If the population is huge and the number is unknown, the margin of error formula is used as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

$$N = \frac{(1,98)^2}{4(10\%)^2}$$

$$N = 98,01$$

Description:

N = number of samples

Z = the level of confidence required in determining the sample 95%

Moe = margin of error which is the maximum error rate that can be tolerated, is determined 10% The number of samples is 98.01 and is rounded up to 100 responders based on the computation results of the algorithm above since a larger sample size improves statistical power. The application SPSS 24 was used for the study's data analysis. Techniques for data analysis included multiple linear regression analysis.

RESULT AND DISCUSSION

Research Results

Research Instrument Test

a) **Validity Test**

Based on the results of this study of the validity test using SPSS 24. 24 items of questionnaire statements from 100 respondents were declared valid and could become a measuring tool. All items forming variables Digital Marketing, Types of Digital Marketing, Digital Marketing Strategy, and Sales Rate, namely $r_{count} > 0.1654$ (r_{table}) and the significant value of each item forming variables <0.05 so that all items are said to be valid.

b) **Reliability Test**

Based on the results of this study, it can be seen that the Cronbach's iAlpha value> 0.60, namely Digital Marketing (0.855), Types of Digital Marketing (0.849), Digital Marketing Strategy (0.876), and Sales Rate (0.809) which means that the value of the instrument on all variables can be said to be reliable.

Classical Assumption Test

a) **Normality Test**

On the basis of the findings of this investigation, it is clear that the results of the one sample Kolmogorov-Smirnov normalcy test demonstrate the worth of Asymp. 2-tailed sig. is 0.200 > 0.05. The findings in this research therefore support the premise of normality and demonstrate that the data are normally distributed.

b) **Multicollinearity Test**

Based on the study's findings, it can be shown that the tolerance value for the digital marketing variable is 0.374, for digital marketing type (0.254), and for digital marketing strategy (0.275). This demonstrates that no independent variable has a tolerance value greater than 0.100. Meanwhile, based on the VIF value, it can be deduced that the Digital Marketing variable has a VIF value of (2.675), a Type of Digital Marketing VIF value of (3.944), and a Digital Marketing Strategy VIF value of (3.632), all of which indicate a value

of VIF 10.00. The aforementioned rationale leads to the conclusion that the independent variables in the iregression process do not exhibit multicollinearity disorder.

c) Heteroscedasticity Test

Based on the findings of this study, it can be concluded that there are no signs of heteroscedasticity and that the regression model is appropriate for use because the sig value of the digital marketing variable is (0.505), the digital marketing type is (0.072), and the digital marketing strategy is (0.31).

Hypothesis Test

a) Multiple Linear Regression Analysis

Table 1 Multiple Linear Regression Analysis Results

	Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,658	1,180		2,253	,027
	Digital Marketing	,226	,076	,267	2,965	,004
	Types of Digital Marketing	,292	,083	,383	3,505	,001
	Digital Marketing Strategy	,172	,070	,259	2,469	,015
a. Dependent Variable: Sales Rate						

Source: Primary data processed, (2023)

Based on table 6 above, it can be seen that the results of multiple linear regression analysis, obtained multiple linear equations, namely:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$
$$= 2,658 + 0,226 + 0,292 + 0,172 + e$$

Y	: Sales Rate
a	: Constant Coefficient
$\beta_1 \beta_2 \beta_3$	: Coefficient of Regression
X_1	: *Digital Marketing*
X_2	: Types of Digital Marketing
X_3	: Digital Marketing Strategy
e	: Standard *error*

This multiple linear regression equation can be interpreted as follows:

1) The value of α is 2.658, this value is a constant or explains the variables of Digital Marketing, Types of Digital Marketing, and Digital Marketing Strategy, the Sales Level variable is 2.658.

2) β1 (X1 regression coefficient value), which is 0.226. This shows that the Digital Marketing variable has increased by one unit, which will result in an increase in the Sales Level variable by 0.226.

3) β2 (X2 regression coefficient value), which is 0.292. This shows that the Digital Marketing Type Compensation variable has increased by one unit, which will result in an increase in the Sales Level variable by 0.292.

4) β3 (regression coefficient value X3), which is 0.172. This shows that the Digital Marketing Strategy variable has increased by one unit which will result in an increase in the Sales Level variable by 0.172.

b) Test t

The following t test results using the SPSS program can be seen from table 6 that:

1) Effect of Digital Marketing on Sales Level

The t test result with a significant value of 0.004 0.05 is shown in the statistical analysis of the influence of digital marketing on sales level. In light of these findings, it can be said that H1 is acknowledged, that its influence is strong, and that digital marketing has a favorable impact on MSME product sales in Palembang City.

2) The Effect of Digital Marketing Types on Sales Levels

The t test result with a significant value of 0.001 0.05 is shown in the statistical analysis of the influence of Digital Marketing Type on Sales Level. Consequently, based on these findings, it can be said that H2 is acknowledged, that it has an influence and is considerable, and that the kind of digital marketing has a favorable and significant impact on the volume of sales of MSME goods in Palembang City.

3) Effect of Digital Marketing Strategy on Sales Level

The t test result of the statistical analysis of the impact of the digital marketing strategy on sales level has a significant value of 0.015 0.05. Therefore, based on these findings, it can be said that H3 is accepted, that it has an impact, and that it is substantial, meaning that the digital marketing strategy has a favorable and noteworthy impact on the level of sales of MSME products in Palembang City.

c) Determinant Coefficient Test (R^2)

Table 2 Test Results of the Coefficient of Determination (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,842[a]	,710	,701	1,55774
a. Predictors: (Constant), Digital Marketing Strategy, Digital Marketing , Types of Digital Marketing				
b. Dependent Variable: Sales Rate				

Source: Primary data processed, (2023)

Based on table 7 above, it can be deduced that the independent variables of digital marketing variables, digital marketing types, and digital marketing strategies affect the Sales Level by 70.1%, with other variables influencing the remaining 29.9%. The coefficient of determination (R2) value is 0.701, which means that the independent variables are responsible for 70.1% of the effect on the Sales Level.

DISCUSSION

According to the following analysis, digital marketing has the following effects on growing product sales in micro, small, and medium-sized businesses (MSMEs) in Palembang City:

1. **The Effect of Digital Marketing on Increasing Product Sales**

   Evident from the calculation of tcount> from ttable, the results of the Digital Marketing hypothesis on Increased Product Sales in Micro, Small and Medium Enterprises (MSMEs) in Palembang City show that Digital Marketing has a significant effect on Increased Product Sales in Micro, Small and Medium Enterprises (MSMEs) in Palembang City. The Digital Marketing variable has a tcount of 2.965> ttable 1.661 and a significant value of 0.004 0.05, indicating that the better the Digital Marketing, the more product sales will increase in MSMEs in Palembang City, and the opposite is true when Digital Marketing is poor: MSMEs in Palembang City will see a decline in product sales. To achieve a higher monthly sales quota, many micro, small, and medium-sized enterprises (MSMEs) have turned to digital marketing. According to the findings, 71% of respondents agree and 14% are "strongly agree" that umkm uses digital marketing to learn more about its customers. Two-way communication, or interactivity, is the capacity for back-and-forth dialogue between brands and their target audiences in response to the feedback they provide. The ability to be in constant contact with clients and vendors around the clock in real time is seen as the service's most valuable feature (Hasiholan & Amboningtyas, 2021). Waruwu et al., (2022), and Waqfin et al., (2021) have both found evidence to support this. The findings of the tests indicate that digital marketing, even in part, significantly contributes to sales growth.

2. **The Effect of Digital Marketing Types on Increasing Product Sales**

   Evidenced by the calculation of tcount> from ttable, the results of the hypothesis of the Type of Digital Marketing on Increased Product Sales in Micro, Small, and Medium Enterprises (MSMEs) in Palembang City show that the Type of Digital Marketing has a significant effect on it. Since the type of digital marketing has a tcount of 3.505> ttable

1.661 and a significant value of 0.001 0.05, we can infer that product sales in MSMEs in Palembang City will increase the more effective the type of digital marketing is and will decrease the more ineffective the type of digital marketing is. Sales may be boosted for micro, small, and medium-sized enterprises (MSMEs) when they use digital marketing strategies that are tailored to their specific requirements. By enticing consumers to visit websites, interact with brands or products, and ultimately make purchases online or offline through media channels like the phone or in-store, digital media channels serve as an online communication technique used to achieve the goals of brand awareness, familiarity, and fun (Arfan & Hasan, 2022). Based on the results of this study, 45 respondents chose to agree and 49. According to the findings of this research, 45 participants agreed and 49 participants strongly agreed that digital marketing is effective for increasing product sales. Among the digital marketing types, MSME respondents selected social media marketing because people spend so much time on social media these days. Marketing via social media platforms like Facebook, TikTok, Twitter, Instagram, and other publisher sites, blogs, and forums is an integral part of the digital marketing landscape. Harto et al., (2019), and Ratna, (2019) provide evidence in support of this. According to the data, there is a statistically significant positive relationship between the sort of digital marketing used and an increase in sales.

3. **The Effect of Digital Marketing Strategy on Increasing Product Sales**

   Calculating tcount> from ttable, we see that the hypothesis of the Digital Marketing Strategy on Increasing Product Sales in Micro, Small and Medium Enterprises (MSMEs) in Palembang City is supported. The variable Digital Marketing Strategy has a tcount of 2.469> ttable 1.661 and a significant value of 0.015 0.05, indicating that the better the Digital Marketing Strategy is, the more product sales will increase in Micro, Small, and Medium Enterprises (MSMEs) in Palembang City, and vice versa if the Digital Marketing Strategy is bad. Product sales rise when micro, small, and medium-sized enterprises (MSMEs) use effective digital marketing strategies. Because of its many benefits, including the ability to generate higher sales levels thanks to the use of digital marketing's minimization of distance and time barriers, digital marketing is seen as a solution for MSME players in facing competition in the pandemic era by Hadi & Zakiah, (2021). Customers may make purchases using the tips of their fingers instead of making an extra trip to the shop. According to the findings, MSME respondents who were asked whether they used digital marketing tactics preferred digital marketing methods by a margin of 60 to 28. Making a Plan for E-Marketing Success Market opportunities (MOA) are assessed

and analyzed in this phase by following a straightforward seven-step approach. find the ideal clientele for the business to pursue. Think about the benefits in terms of rivalry. figure out whether your organization has what it takes to deliver the deal determine whether consumers are prepared to embrace new technologies. Find the specifics of the chance. Think of ways to attract more customers. Segmentation, targeting, differentiation, and positioning are all components of an effective e-marketing approach. Based on these findings, it is reasonable to suggest that E-marketing Strategic Planning be used by MSMEs as a means of boosting product sales. Based on the results of the experiments, it seems that the Digital Marketing Strategy does, in fact, help boost product sales. Previous studies by (Hadi & Zakiah, 2021) and (Widiastuti, 2021). corroborate this.

CONCLUSION

Based on the previously given explanation, the test results demonstrate that Digital Marketing, the first variable, has a strong positive impact on increased product sales. Increased Product Sales is significantly positively impacted by the second variable, largely depending on the kind of digital marketing used. Digital Marketing Strategy, the third variable, has a considerable beneficial impact on growing product sales in Palembang City's Micro, Small and Medium-Sized Enterprises (MSMEs). Thanks to the colleagues who made the drafting of this paper go smoothly, it is hoped that it will serve as a guide or reference for future study.

REFERENSI

Arfan, N., & Hasan, H. A. (2022). Penerapan Digital Marketing dalam Upaya Peningkatan Pendapatan Usaha Mirko Kecil dan Menengah. Iltizam Journal of Shariah Economic Research, 6(2), 212–224.

Chaffey, D, Edmundson-Bird, D., & Hemphill, T. (2015). Digital business and E-commerce management : strategy, implementation and practice (6.th). http://digilibfeb.ub.ac.id/opac/detail-opac?id=61

Chaffey, Dave, Chadwick, F. E., Mayer, Richard, & Johnston, K. (2009). Internet Marketing: Strategy, Implementation and Practice. Prentice Hall/Financial Times.

Hadi, D. F., & Zakiah, K. (2021). Strategi Digital Marketing Bagi Umkm (Usaha Mikro Kecil Dan Menengah) Untuk Bersaing Di Era Pandemi. Competitive, 16(1), 32–41. http://ejurnal.poltekpos.ac.id/index.php/competitive%7C32

Harto, D., Pratiwi, S. R., Utomo, M. N., & Rahmawati, M. (2019). Penerapan Internet Marketing Dalam Meningkatkan Pendapatan Pada UMKM. JPPM (Jurnal Pengabdian Dan Pemberdayaan Masyarakat), 3(1), 39. https://doi.org/10.30595/jppm.v3i1.3033

Hasiholan, L. B., & Amboningtyas, D. (2021). Model Pemasaran Digital Marketing dalam Meningkatkan Volume Penjualan pada UMKM Kota Semarang. Jurnal Sains Sosio Humaniora, 5(1), 45–48. https://doi.org/10.22437/jssh.v5i1.13142

Iqbal, M. (2021). Efektifitas Digital Marketing Terhadap Kualitas Layanan pada Usaha di Masa Pandemi Covid 19 (Studi Kasus di Aceh). JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi), 7(2), 83–93. https://doi.org/10.35870/jemsi.v7i2.609

Juliana, D., Pramezwary, A., & Hutahaean, J. (2020). Marketing Strategy in Digital Era. NEM.

Kotler, & Amstrong. (2008). Prinsip-prinsip Marketing (Edisi Ketu). Salemba Empat.

Oktaviani, L., Suaidah, Aldino, A. A., & Lestari, Y. T. (2022). Penerapan Digital Marketing Pada E-Commerce Untuk Meningkatkan Penjualan UMKM Marning. Jurnal Pengabdian Pada Masyarakat, 2(1), 379–385.

Pradiani, T. (2017). Pengaruh Sistem Pemasaran Digital Marketing terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. Jurnal Ilmiah Bisnis Dan Ekonomi Asia, 11(2), 46–53.

Ratna, R. G. (2019). Implementasi Digital Marketing Terhadap Peningkatan Penjualan Hasil Home Industri. Coopetition : Jurnal Ilmiah Manajemen, 10(1), 9–14. https://doi.org/10.32670/coopetition.v10i1.25

Rozinah, S., & Meiriki, A. (2020). Pemanfaatan Digital Marketing Pada Usaha Mikto Kecil dan Menengah (UMKM) di Kota Tangerang Selatan. Jurnal Doktor Manajemen (JDM), 3(2), 134. https://doi.org/10.22441/jdm.v3i2.10573

Sudrartono, T. (2019). Pengaruh Segmentasi Pasar Terhadap Tingkat Penjualan Produk Fashion Usaha Mikro Kecil. Coopetition : Jurnal Ilmiah Manajemen, 10(1), 55–66. http://journal.ikopin.ac.id/index.php/coopetition/article/view/40

Waqfin, M. S. I., Wulandari, S. R., Tifliya, F. M., Indrayani, S., Wahyudi, W., & Roziqin, M. K. (2021). Penerapan Digital Marketing Sebagai Upaya Peningkatan Penjualan pada UMKM di Desa Kepuhdoko Jombang. Jumat Ekonomi: Jurnal Pengabdian Masyarakat, 2(3), 155–159. https://doi.org/10.32764/abdimas_ekon.v2i3.2112

Waruwu, S., Mendrofa, Y., & Gulo, S. (2022). Pengaruh Digital Marketing Terhadap Peningkatan Volume Penjualan. Jurnal Akuntansi, Manajemen Dan Ekonomi (JAMANE), 1(2), 286–294.

Widiastuti, T. (2021). Strategi Digital Marketing Untuk Peningkatan Penjualan Jajan Tradisional Umkm Di Kelurahan Mlatibaru Semarang. Jurnal Riptek, 15(1), 64–69. https://doi.org/10.35475/riptek.v15i1.116