



Digital marketing strategic training in smes developed at the department of trade and industry of Bandung City

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Article Info

Article history:

Received Dec 12th, 2022

Revised Jan 20th, 2023

Accepted Feb 11th, 2023

Keyword:

Business; Digital marketing;

Industry; SMEs; Strategic; Training

ABSTRACT

Digital marketing is used by many business people around the world, from small-scale SMEs to large ones. One of the solutions offered is digital marketing strategy training, which is an alternative for SMEs with limited promotional budgets. The use of social media such as Facebook, Instagram, and websites is an alternative that can be used to create a brand image and digital and social media presence for the customer journey through sales and marketing funnels. This research aims to get digital marketing strategy training for SMEs developed at the Bandung City Trade and Industry Service. With this training, community empowerment programs related to the implementation of digital marketing can run smoothly. The proposed activity plan begins with a preliminary survey and outreach, followed by the development, review, and delivery of training materials, as well as the training itself, as well as guidance and assistance, monitoring, and assessment. Publication is one of the required submissions. The qualitative descriptive research analysis method was used in this study. The results of the training show that business actors are very positive about this activity, which provides benefits and inspiration so that they have a follow-up plan to run their business online.



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INTRODUCTION

The industrial era 4.0 is the integration of internet use in manufacturing lines in the industrial world. Industry 4.0 is a technology that combines automation and cyber technology. The digital marketing trend is an opportunity for SMEs to welcome the Industrial Era 4.0. Digital marketing is the use of technology to assist marketing activities aimed at increasing consumer knowledge by adapting to their needs. According (Kartajaya et al., 2016) defines digital marketing as marketing activities that use internet-based media. By (Kingsnorth, 2022), "Digital Marketing Strategy" is the application of digital marketing technology to businesses to form new, stronger business capabilities. As a result, digital marketing-based strategies must be implemented in the digitalization era in order to achieve goals more quickly and precisely (Ascharisa, 2018). Digital marketing has many advantages when compared to conventional marketing strategies (offline marketing), including in terms of measuring the success of a strategy (Nursatyo & Rosliani, 2018). In addition, digital marketing is an information technology product in the form of product promotion activities and services via the internet (Abdurrahman et al., 2020). The internet is well known by all levels of society, including entrepreneurs (Hardini & Pratiwi, 2022). Internet media that is currently popularly used for product marketing includes Facebook, Youtube, Instagram, and other social media (Hendriadi et al., 2019).

The existence of the Covid-19 pandemic in Indonesia has made the business world experience a slump and is one of the inhibiting factors for SMEs assisted by DISDAGIN Bandung City to go international. This is also strongly felt by SMEs who are members of the Bandung City DISDAGIN fostered. To overcome the problems caused by the Covid-19 pandemic, it is necessary to take good steps to be able to manage the business so that it can overcome the crisis that occurs. One of them is by implementing digital marketing. One of the sectors hardest hit by the Covid-19 pandemic is Small, and Medium Enterprises (SMEs), which are also driving the decline in the national economy. Where SMEs have an important role in the economic development of people who live in the area around the establishment of these SMEs (Dewi et al., 2018). This is understandable because SMEs have a very large contribution to the national economy. Covid pandemic19 had a tremendous impact on the performance of SMEs in Indonesia, this can be seen from the conditions before covid-19, the percentage

of good business conditions was 92.7% and bad business conditions 1.0 %, after the covid condition bad effort increased by 56.8 % compared to the original 1.0 %. It can be concluded that the COVID-19 pandemic has resulted in a decline in the performance of SMEs Ayu Utami, BS (2021).

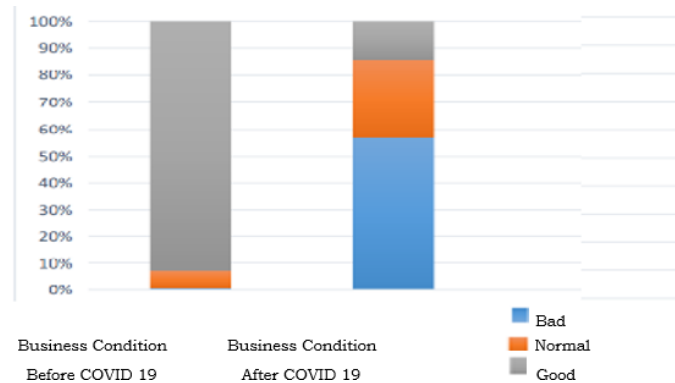


Figure 1 Business Conditions Then and Now COVID 19 by (Utami, 2021)

The Department of Trade and Industry (DISDAGIN) of Bandung City is one of the regions within the Bandung City Government which has the duties and functions to carry out the affairs of Development in the field of Trade and Industry. According to the Head of DISDAGIN, in 2021 the Gross Domestic Product (GDP) of the city of Bandung only rose 3.76 % after previously contracting minus 2.28 % in 2020 by (Ashilah, 2021).

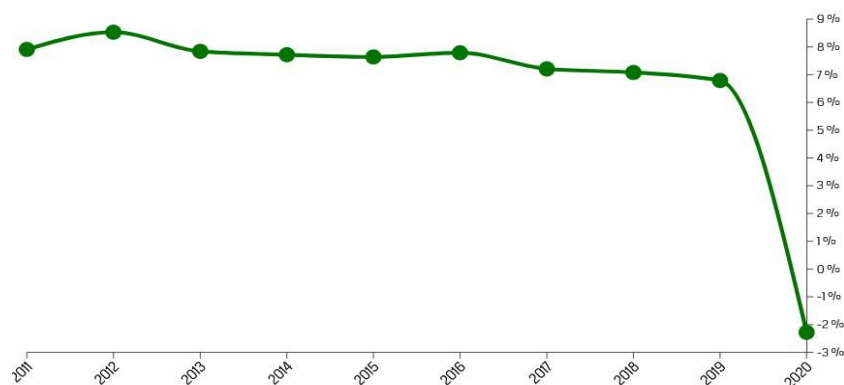


Figure 2 GRDP of Bandung City 2011-2020 By BPS Bandung City (2020)

To overcome this problem, DISDAGIN has compiled several activities that can grow the economy during the pandemic, one of which is holding the Bandung Creative Market, which was attended by 212 SMEs assisted by DISDAGIN in 2020 and increased to 252 SMEs in 2021. In addition to the Bandung Creative Market, as many as 20 SMEs assisted by DISDAGIN with special culinary products are now able to market their products at Indomaret outlets, as well as establish partnerships with retail or modern stores such as Yogja, Borma, and Indomaret, for 200 SMEs. Currently, SMEs assisted by DISDAGIN Bandung City have experienced a very significant decline due to the Covid-19 virus pandemic. The products sold by partners are homemade products including various foods, beverages, clothes, sandals, shoes and others (Putra et al., 2023). The majority of SMEs in partners do not have a special shop to sell products. The majority of SMEs also do not provide a large stock of goods, only buying goods to order.

DISDAGIN Bandung City implements a vision for its SMEs to become competitive entrepreneurs. This is proven by DISDAGIN fostering 6000 SMEs products to enter Bandung in Malaysia, Sydney and South Korea. The majority of SMEs are partners that lead to a productive economy, engaged in culinary, packaged food and beverage, fashion, and others. Problems arise when SMEs have succeeded in selling innovative, delicious products, but do not have outlets, the products have not been packaged attractively, have not had expired information, and have not used technology

for packaging their products so that product durability is not optimal, so it is very important to conduct guidance related to Digital Marketing Strategic for SMEs by maximizing technology and current social media support (Imani et al., 2023). The majority of SMEs want to be given training related to digital marketing strategies because digital transformation is the key to the survival of a business or brand (Indriyanto & Rosmalia, 2022). This is supported by research conducted by ADA Indonesia, a company engaged in data and artificial intelligence (AI) which analyzes consumer changes due to Covid-19.

The results of the research mention changes in consumer behaviour that have emerged, namely The Adaptive Shopper. The Adaptive Shoppers are Indonesians in the middle and upper classes, who have adapted to the new normal and turned to new ways to meet their needs and wants (Indriyanto & Cahyani, 2022). They have succeeded in making the use of shopping applications increase by up to 300% since the announcement of the distance restrictions. Even the use of this shopping application peaked on March 21-22 2020, reaching more than 400% by (Tempo.co, 2020).



Figure 3 Online Shopping Behavior in Indonesia in 2019 by (Binus, 2019)

From survey data conducted in semester 1 2019 conducted by (Binus, 2019), it is known that 60.5% of respondents prefer to do online shopping activities rather than visiting offline stores. The reasons respondents prefer to do transactions online are because it is faster and more efficient (65.7%), there are many promos and discounts (62.9%), competitive prices tend to be cheaper (59.3%), and time flexibility shopping (59%) by (Binus, 2019). Go digital allows SMEs to be able to reach potential new customers or old customers both in the city and outside the city and even at the global level to market the products and services of the SMEs by (Ekon, 2021).

Research conducted by (Fahdia et al., 2022) stated that after participating in digital marketing training activities regarding the use of technology in marketing in the form of digital marketing, participants can feel the benefits, namely education and understanding of electronic sales so that marketing can expand. Increased knowledge and skills for participants about tips and tricks for selling electronically or digital marketing to get a large turnover by utilizing technology as a tool. Subsequent research conducted by (Andriani & Sa'di, 2021) stated that after carrying out community service activities for employees and owners of Pukis Klaten, it can be concluded that the use of social media in the marketing process is very much needed. In addition to interesting content, it is also necessary to carry out ads or advertisements so that the coverage is wider than before. so that it can reach a wider market, and of course the turnover obtained will increase. So, based on the above description, the researcher is interested in conducting research with the goal of obtaining digital marketing strategy training for SMEs developed at the Bandung City Trade and Industry Office, with this training allowing community empowerment programs related to digital marketing implementation to run smoothly.

RESEARCH METHODS

According to (Sugiyono, 2019), the research method is basically a scientific way to obtain data with specific purposes and uses. The research method used in this study is a descriptive qualitative research analysis method. According to (Sugiyono, 2019), data collection techniques are the most strategic step in research because the main objective of research is to obtain data. According to Sugiyono (2019), the following data collection techniques are used: interviews, observations, and documentation.

There are several activities with different methods to develop technology-based businesses in SMEs assisted by DISDAGIN Bandung City, through training digital marketing strategies for SMEs. Broadly speaking, there are two main activities, namely the identification of the use of marketing media in SMEs assisted by DISDAGIN Bandung City and other activities training on digital marketing strategies to develop technology-based businesses in SMEs assisted by DISDAGIN Bandung City.

1. Identification of the use of marketing media in SMEs assisted by DISDAGIN Bandung City is carried out knowing the current condition of business actors in utilizing information and communication technology in running their business. The method used in identifying the use of marketing media in SMEs assisted by DISDAGIN Bandung City are:
 - a. Observation
This observation activity was carried out on Some of the SMEs assisted by DISDAGIN Bandung City, were conducted to find out how these SMEs do business, here are the various problems faced by SMEs in doing business.
 - b. Interview
Interviews were conducted with businessmen. Through interviews, qualitative information was obtained which was not obtained through questionnaires (Suriadi et al., 2023). The interview technique used is an in-depth interview. Information obtained from interviews is about the use of technology and information in doing business, technology infrastructure owned in running a business, social media or marketplaces that have been used, marketing methods that are more widely used, strategies of business actors to utilize information technology in doing business, readiness Human Resources (HR) in doing business online, and the obstacles faced in doing business.
 - c. Forum Group Discussion (FGD)
The FGD was conducted together with SMEs assisted by DISDAGIN Bandung City, business actors, administrators of DISDAGIN Bandung City and community leaders. In this FGD, information was explored about the local potential of SMEs assisted by DISDAGIN Municipality of Bandung, hopes and problems faced by SMEs.
2. Digital marketing strategy training in technology-based business development efforts on SMEs assisted by DISDAGIN Bandung City. Based on the identification in the previous stage, digital marketing strategy training activities were carried out to develop technology-based businesses in SMEs assisted by DISDAGIN Bandung City. The method used is community education and training including:
 - a. Community Education Methods. Community education methods are carried out on the basic material of entrepreneurship, namely doing business online. This public education aims to increase the insight of business actors about entrepreneurship, especially doing business online. In addition to increasing insight, this material is also carried out to provide enthusiasm and motivation to SMEs entrepreneurs assisted by DISDAGIN Bandung City.
 - b. Training Methods are carried out on the theory and practice of digital marketing strategies including Email marketing, WhatsApp business and Telegram Business.
 - c. Activity evaluation is carried out for knowing feedback from the community, in the form of responses from SMEs entrepreneurs assisted by DISDAGIN Bandung City, follow-up and hope for the future. Evaluation of this activity was also carried out to determine the suitability between the results of the initial identification of the use of media in marketing and the training activities provided.

RESULTS AND DISCUSSION

The initial conditions for the use of marketing media, especially technology and the condition of technology infrastructure for MSME training participants assisted by DISDAGIN Bandung City. Based on these data, it is known that the basic infrastructure in the use of Information, Communication and Technology (ICT) in business is considered inadequate. This can be seen in only 21% of business actors who have wifi at home or their place of business.

There by Also, not all business actors have laptops or computers. Only 69% of business actors own a laptop or computer. However, the laptop or computer that is already owned is not used optimally. Based on the data, it can be seen that there are business actors who have laptops/computers but many are not supported by wifi. On the other hand, there are business actors who have laptops and have wifi

but do not use social media or marketplaces in marketing or doing business. The way marketing is done is offline. Likewise, business actors who have laptops or computers prefer marketing methods via WA and FB which are accessed via cellphones. Thus, ownership of this laptop/computer is not used to develop an online business.

Almost all SMEs still use mobile phones in running their business. The media that is often used in marketing is limited to everyday social media, namely WA and Facebook, only a small part of which uses Instagram. There are still many business actors who do not use social media at all. Online media that are often used are through WA and FB. However, how marketing that is mostly done so far is offline, marketing in stalls, through carts, directly visiting consumers by identifying the use of information and communication technology in marketing at SMEs assisted by DISDAGIN Bandung City by conducting interviews with several SMEs. Based on interviews with several SMEs owners assisted by DISDAGIN Bandung City, it is known that the promotional and marketing media that have been used so far are through Facebook, WA and Shopee. In running their businesses, business owners rely more on cellphones, don't have a laptop or computer, and don't own wifi at home.

The obstacle faced is product packaging because the product is often destroyed when shipped out of town. Furthermore, based on interviews with business actors engaged in cakes and food, it is known that they use marketing through Facebook and WA more. Businessmen stated that his business is better known by the community because the surrounding community already knows about it (Ria et al., 2022). The owner of this business as well as other food business owners is less focused on developing the technology because the products they make are only made to order. Products made only based on orders and also constraints in human resources, both application managers and workers to make products, are the reasons that business actors are less focused on technology development. As is the case with the SMEs banana molen. This business is a hereditary business, with the process of making banana molen products that take a long time, the raw materials for making banana sale are difficult to find at uncertain prices, and the processing process still uses traditional tools. With such conditions, then business actors do not focus too much on technology development in their marketing. However, these SMEs have used ICT as a strategy to increase their businesses by using website media.

However Thus, these SMEs are considered not quite ready to use ICT as a tool business support. Other SMEs are also faced with shortages of workers and limited production of the products they produce. The business owner stated that he lacked skills in using technology and only had 1 employee so it would be a bit difficult if the order exceeded the production capacity. However, this business owner has tried to use Instagram, Facebook, and Go-Food but it doesn't work because of their limited skills in using the application.

There are also SMEs that have not used technology at all in marketing. This condition is faced by many SMEs assisted by DISDAGIN Bandung City so that the marketing method is carried out in a traditional/offline way. Business owners do not use ICT and do not have a strategy to increase their business using ICT because they are constrained by their competence in using ICT. The employees are also few and do not have the competence in the use of ICT. From the beginning of establishing a business until now, these SMEs still rely on traditional processes from the beginning of the manufacturing process to marketing. So often many food products do not sell in the market stale and then thrown away. This is because no forecast of food production will be made. These SMEs disseminate product information only in the environment around the business through stalls and food vendors, however, business owners have the will to improve their businesses with ICT if someone teaches them. They want to try using ICT so that their businesses can develop more and many know that especially in the current digital economy era, many competitors are already using ICT in running their business. Therefore, They needs information related to the use of ICT and information on how to improve their business in the era of the digital economy. many competitors are already using ICT in running their businesses. Therefore, he needs information related to the use of ICT and information on how to improve their businesses in the era of the digital economy. many competitors are already using ICT in running their business. Therefore, they need information related to the use of ICT and information on how to improve their businesses in the era of the digital economy.

Although there are many SMEs who have not used technology optimally in their business, There are also SMEs that have successfully applied technology in marketing and in developing their business. Like SMEs Catering, which uses Instagram and line as business media and does more promotions as a strategy to increase their business, such as paid promotion and hashtags. Information

and target markets are also needed in increasing business, especially to find out the source and price of raw materials that need to be purchased, what consumers need and how the people's purchasing power is for the business products that are being carried out. In maintaining the security of products marketed through Instagram's social media, SMEs Catering places a watermark on each uploaded photo to avoid image theft. The factors that cause SMEs catering to be able to use technology in their business, are because the owner can use technology and can operate social media, and has used internet services in running his business. For obstacles, the SMEs owner appreciates his product according to the ability of the budget.

Based on the results of interviews and identification, SMEs assisted by DISDAGIN Municipality of Bandung can be grouped based on the use of ICT in doing business, namely:

1. SMEs that haven't used ICT in doing business. The marketing method is by opening a shop, cart, or visiting consumers directly. The obstacles faced by this group of SMEs are the lack of knowledge and skills in using technology, not having a plan/strategy to develop an online business, not having the desire to do business online, age factor, lack of support in terms of ICT infrastructure and capital, shortage of skilled labour, and also due to limited products that cannot be produced in large quantities to fulfil orders.
2. SMEs who have tried using the website, social media or marketplace, but do not carry out further development, or do not carry out the continuation of the use of ICT in the business. This is because the various media are made by other people, but business owners have limited skills to manage or sustain the use of ICT. As for WA and FB media, because they are often used in everyday life, these two social media are often used in marketing products online.
3. SMEs that have succeeded in carrying out an online business, using ICT sustainably. The factors that cause the success of this group of SMEs are because they are supported by business knowledge and skills in the use of ICT in doing business. Furthermore, from the result of the FGD together with SMEs assisted by DISDAGIN Bandung City, business actors, and community leaders, it is known that SMEs fostered by DISDAGIN Bandung City have the potential to be developed because there are many business actors and products in the culinary field.

Perpetrator SMEs businesses assisted by DISDAGIN Bandung City expressed their obstacles in developing their business due to competition problems. Many business actors from immigrants have opened businesses in Bandung Municipality with various innovations. Other obstacles, such as the location of the business in an alley, want better marketing, skill barrier using technology, as well as HR constraints, to continue the business.

From result, this FGD also identified various expectations from business actors and the community. Among these expectations, hopes related to the business world are training in financial bookkeeping, making new products, and wanting training to register for grab food or go food. Currently, not many business actors have to grab food or go food, even though the city of Bandung has a lot of potential with a variety of culinary products with a very large target market. Training on the manufacture and operation of grab-food and go food is considered the most possible marketing medium and has the potential to increase income for business actors. Thus, information regarding the use of information technology, training and skills improvement for business actors are indispensable in business development. Digital Marketing Training in Technology-Based Business Development Efforts at SMEs assisted by DISDAGIN Bandung City.

Based on the identification results of the use of communication and information technology in conducting SMEs businesses assisted by DISDAGIN Municipality of Bandung, it is necessary to make efforts to improve knowledge and skills for SMEs business actors assisted by DISDAGIN Municipality of Bandung, especially regarding online business and the use of technology in running a business.

Thus, a digital marketing strategy training activity for SMEs assisted by DISDAGIN Bandung City was carried out has the following objectives:

1. Increase insight and knowledge to the SMEs business actors assisted by DISDAGIN Bandung City regarding entrepreneurship, especially regarding online business.
2. Cultivate/enhance spirit and inspiration for entrepreneurs SMEs assisted by DISDAGIN Bandung City in carrying out online business.
3. Giving/boosting skills to SMEs business actors assisted by DISDAGIN Bandung in using technology to market products.

The following a material session from digital marketing strategy training for SMEs assisted by DISDAGIN Municipality of Bandung to develop digital marketing-based businesses in SMEs assisted by DISDAGIN Municipality of Bandung. In the first session, the material was conveyed is to build business networking based on Information Technology. The speakers in this workshop are the owners of several businesses that have been in online business, and have had various successes from this online business. In the first session, the speaker gave material based on his experience in managing online businesses.

Several things that the speaker emphasized are that doing business requires determination, it doesn't have to be a lot of theory, it doesn't have to think a lot, but it must be implemented. The essence of business success is being smart at reading opportunities, using little capital but having to be creative and never give up. The speaker brought up the experience of doing business that doesn't always go well. Speakers also shared experiences when doing business and experiencing failure. However, it was reiterated how to rise from failure to finally be able to run a business. One of the success factors in doing business that was stated by the speaker was the use of technology. Technology provides solutions and opportunities amid limited capital and other facilities.



Figure 4 Implementation of Strategic Digital Marketing Training

Various businesses are owned by speakers, one of which is developing because of the support of technology. It was stated that business owners do not need to have a lot of employees, and do not need to have a large store so that they can reduce various operational costs. Some of the operational costs that can be saved are costs for food delivery employees, promotion costs and also store maintenance costs. Business owners partner with grab food and go food. More than half of his business sales come from ordering through grab food and go food. Business owners no longer need to open a bigger store, nor do they need to specifically hire employees to deliver food to consumers.

Speaker put forward a comparison of turnover between before using technology and after using technology. There are so many advantages and increased turnover after using technology in doing business. Sharing Session After giving the material for doing business online, then a sharing session will be held. In this sharing session, actors an effort to express the problems he faces in doing business, to then discuss with the speaker for follow-up and efforts to overcome these problems. In this session, it is known that some of the problems faced by SMEs business actors assisted by DISDAGIN Bandung City, such as the location of the business in the alley. This business owner suggests how to make the business grow but the location is in an alley. From the results of the discussion with the speaker, it is known that online business is not a problem even though the location of the business is in an alley. Precisely the help of technology will facilitate marketing even though the location of the business is in an alley. The most important thing to note is that the exact location point must be readable by google maps.

Other business actors stated drastic set back in their businesses. In this session, the speaker stated that he knew the businesses run by business actors. The decline that occurred was due to the location of the business which was not known to the public. In addition, business actors do not use technology and do not carry out promotions and marketing so people do not know that there are food businesses in area Bandung City. So in this case innovation in promotion and marketing is needed so that it can be known by the public. At least by using more visible banners, and using go food or grab food to further increase sales. Furthermore, based on this sharing session, some of the problems

experienced by the perpetrators were identified effort SMEs assisted by DISDAGIN Bandung City due to competition problems with newcomers who have innovation and use technology.



Figure 4 Sharing Session

Another problem is a problem capital, marketing and product promotion, business locations that are not on the roadside and rarely known by the general public, and a shortage of manpower are thus needed to foster an entrepreneurial spirit from an early age.



Figure 5 Digital Marketing Strategi Training Participant

Based on this data It is known that all participants gave a positive response to this training activity. The training is considered very good, provides insight and additional knowledge, provides benefits, and provides inspiration. Almost all business people want to practice this online business in developing their business. The community also expects this business development activity to be carried out sustainably.

Discussion

Entrepreneurs state that their business is better known to the public because the local community already knows about it. The owner of this business and other food business owners are less focused on developing technology because the products they make are only made to order. Products that are only made to order, as well as human resource constraints for both application managers and product makers, are the reasons for business actors' lack of focus on technology development. UKM entrepreneurs assisted by the Bandung City DISDAGIN revealed that their problems in developing their businesses were due to competition issues. Many entrepreneurs who are immigrants have opened businesses in the city of Bandung with various innovations. Other obstacles, such as the location of the business in an alley, wanting better marketing, skill constraints using technology, and human resource constraints, make it difficult to continue the business. The use of technology is one of the success factors in business. Technology provides solutions and opportunities amid limited capital and other facilities. Various businesses are owned by speakers, one of which is developing due to technological support. It was stated that business owners do not need to have many employees or a large shop so that they can reduce operational costs.

The problems experienced by SMEs assisted by DISDAGIN in Bandung City were identified due to competition problems with newcomers who had innovation and used technology. Other problems are problems with capital, product marketing and promotion, business locations that are not on the side of the road and are rarely known by the general public, and a shortage of manpower, so that it is necessary to foster an entrepreneurial spirit from an early age. Based on this, it is known that all participants gave a positive response to this training activity. The training was considered very good, providing insight and additional knowledge, providing benefits, and providing inspiration. Almost all business owners want to use this online business to help them grow their companies. The community also hopes that this business development activity can be carried out in a sustainable manner. This is in line with research conducted by (Fahdia et al., 2022), who stated that after participating in digital marketing training activities regarding the use of technology in marketing in the form of digital marketing, participants can feel the benefits, namely education and understanding of electronic sales so that marketing can expand.

CONCLUSION

Based on the initial identification, It is known that SMEs assisted by DISDAGIN Bandung City require development in business using technology to be able to compete with new businesses originating from immigrants. Conditions for SMEs in DISDAGIN Bandung City that SMEs still use simple technology in marketing, namely using mobile phones and are dominated by WA and FB media. There are still many SMEs that run their business offline without the help of technology. Thus, the efforts made are entrepreneurship education in online business and training on the use of technology in product marketing using grab food and go food. Results of training show that business actors are very positive about this activity, providing benefits and inspiration so that they have a follow-up plan to run their business online. Further activities can be carried out, namely product packaging training, financial bookkeeping training, food product manufacturing training that can be sold and new menus more creative.

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