

DIGITAL CONTENT MARKETING DEVELOPMENT WITH A LEVEL UP STRATEGY FOR MSME's IN INDONESIA "FROM LOCAL TO GLOBAL"

Carissa Vienna Wijaya¹, Angely Olivia Putri²,
Septihani Michella Wijaya³, Andi Wijaya^{4*}

¹ Sang Timur Catholic Senior High School, Indonesia
Email: 230173_carissa@smaksangtimur-jkt.sch.id

^{2,3,4} Faculty of Economy and Business, Universitas Tarumanagara, Indonesia
Email: angely.11520064@stu.untar.ac.id, septihani.115190048@stu.untar.ac.id, andiw@fe.untar.ac.id

*Corresponding Author

Submitted: 14-09-2024, Revised: 02-11-2024, Accepted: 20-11-2024

ABSTRACT

Small and Medium Enterprises (MSMEs) in Indonesia seem to be experiencing challenges due to the rise of imported products circulating in the Indonesian market. However, the quality of MSME products is inconsistent. Not many buy local products or brands. Not all MSMEs in Indonesia have been digitized, which is why the development of digital marketing content with a level up strategy for MSMEs is still weak. We propose a Show with MSMEs strategy "From Local, For Global" and Integrated Marketing Communication suggested to be able to increase consumer awareness and interest by holding festivals and marketing bazaars. We believe this strategy can increase brand awareness, brand interest, and the brand image of MSMEs. We also develop a monitoring and control plan to measure the effectiveness of using the Key Performance Indicators. The research method than we used in this research are qualitative using case study.

Keywords: SMEs; Strategy; Marketing; Local Products

1. INTRODUCTION

MSMEs in Indonesia continue to experience growth from year to year. According to the Ministry of Cooperatives and SMEs, in 2019, there were 65.47 million MSMEs, while in the previous year there were only 64.19 million units. That means, in 2019, there has been an increase in the number of MSMEs by 1.98% compared to the previous year (Mahdi, 2022). However, in this era of globalization, MSMEs in Indonesia seem to be experiencing challenges due to the proliferation of imported products that are widely circulated in the Indonesian market. The existence of imported products that are widely circulated has the potential to make products that have been produced by MSMEs unable to compete because of all the differences in terms of quality, innovation, and also packaging aesthetics. This was then also driven by changes in marketing behavior from conventional to digital which were not matched by the presence of MSMEs using digital marketing (Kemenkop UKM, 2022). The goal of this research is to give suggestion to MSME in Indonesia to make their marketing for good than before. The research gap for this research is the limitation of the data.

2. RESEARCH METHOD

The research method in this study is a the case study method is a learning technique in which the student is faced a particular problem, the case. The case study facilitates the exploration of a real issue within a defined context, using a variety of data sources (Baxter et al., 2008). In general terms, the case study analyzes a defined problem consisting in a real situation and

uses real information as methodological tool. For chemical engineering students, the analysis of a case study gives them a global and holistic vision of a real problem at an engineering field, allowing to develop and apply their knowledge on unit operations and transport phenomena, being these the base education for a chemical engineer (Heinanen et al., 2012). Furthermore, this methodology allows students to develop and to enhance different skills, such as the capacity of comprehension and analysis of real problems the capacity to propose and evaluate alternatives for the improvement of the problem considered, to work collaboratively, also their capacity of information management and synthesis of problems. Case Studies are a qualitative design in which the researcher explores in depth a program, event, activity, process, or one or more individuals. The case(s) are bound by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period of time

2. RESULTS AND DISCUSSIONS

SWOT Analysis

The digital content marketing development has strenghts that will help MSMEs to empower the communities (Alifia, 2022); Absorb jobs and are able to grow the local community's economy (Elshint, 2022); Many products variation (Elfisha, 2022); And with the festival, MSME products can be recognized in national and international forums (Pribadi, 2022). However, the inconsistent quality of MSME products (Astutic, 2021); Not many people have bought local products or brands (Inscription, 2022); Not all MSMEs in Indonesia have been digitized (Astutik & Umah, 2020); And have adequate human resources (Laoli, 2019) being the reason why the development of digital content marketing with a level up strategy for MSMEs in Indonesia still weak.

There is also opportunities such as (a) organizing large events and opening new tourist attractions in the regions, thus encouraging MSMEs to experience an increase in sales (Chairunnisa, 2022),

(b) technological developments can make it easier for business actors to market their products (Tantomi, 2023), (c) the existence of a workshop on MSMEs can make it easier for business actors to develop (PPID Lampung, 2021), and (d) the Indonesian government asks consumers to buy local micro, small and medium enterprises (MSMEs) products so that business actors will grow and can increase economic growth (Mansur, 2022).

Along with the opportunities, there are some of threats for doing digital content marketing, such as: (a) the existence of the Covid-19 Pandemic that has not yet ended which has caused a decrease in product sales (Mujianto et al., 2022), (b) the tendency of imported products that offer similar products at lower prices (GlobalnewsID, 2019), (c) standardization and certification are important requirements for small and medium enterprises (SMEs) products (Ulfa, 2021), and (d) the resulting product does not yet have patent rights so it is vulnerable to being imitated by competitors. (Concerned, 2021).

PESTLE Analysis

Political; the government continues to increase ease of access to financing for Micro, Small and Medium Enterprises (MSMEs) by setting a target for distribution of People's Business Credit (KUR) in 2022 of IDR 373.17 trillion. Activities such as festivals and PEN are also held in order to improve quality MSMEs to be independent and move up in class (Limanseto, 2022). Economic; in 2021, the number of MSMEs in Indonesia will reach around 65.46

million units by absorbing 97% of the workforce, contributing 60.3% to the Gross Domestic Product (GDP), and contributing 14.4% to national exports (Ahdiat, 2022). Social; the number of existing SMEs makes Indonesia has the potential for a strong economic base. These MSMEs also have a large absorption of labor thereby reducing the number of unemployed, providing employment to reduce poverty. MSMEs also have turnover, fast transactions, using domestic production, and touch with the primary needs of the community (Sasongko, 2020).

Technological; digitalization of MSMEs that can be carried out can increase production capacity, cost efficiency, market expansion so as to increase competitiveness. Digitalization of MSMEs has made MSME marketing reach the global market through platforms digital (Communication, 2022). Legal; the legal basis for MSMEs is regulated in Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (UU UMKM) and Government Regulation of the Republic of Indonesia Number 17 of 2003 concerning Implementation MSME Law. Environment; data from the Ministry of Environment states that 60% of waste ends up in landfills, 30% is not managed, and only 10% is successfully recycled. Garbage that is not successfully recycled and accumulates in the open air has an impact on climate change and global warming. With the number of MSMEs targeted to reach 14.5 million this year, the business activities of this sector certainly correlate with the emissions and waste produced (Rizal, 2022).

Key Triggers and Barriers

The following are some of the key triggers for doing digital content marketing development with a level up strategy for MSMEs in Indonesia, such as: (a) MSMEs help in accommodating the workforce and breaking down the numbers unemployment (North Sulawesi, 2018), (b) there is a development of increased income by SMEs by 88.4% and customer reach by 82.8% (Santika, 2022), and (c) technological developments and the reduction in the Final Pph tax rate have supported the development of MSMEs in Indonesia (Lathifa, 2019). Also there are some barriers such as (a) it takes relatively high capital to run a MSME business (CIMB Niaga, 2022), (b) lack of innovation and promotion through information technology by local MSMEs (Primadhyta, 2015), and (c) it is difficult to obtain a business license to run MSMEs (Ulya, 2022).

Industry Analysis

A survey conducted by the government in 2019 noted that there were 4.3 million MSMEs in Indonesia, of which 62.26% were on the island of Java. Bank Indonesia (BI) data shows that during the COVID-19 pandemic, the condition of MSMEs has decreased while the use of e-commerce has increased 2-fold from 80 million transactions in 2019 to 140 million transactions in August 2022. This shows the need for digitization for MSMEs in opening up bigger market opportunities, not only for local consumers, but also globally (BI, 2022).

Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.2 million with a contribution of 61.07% which absorbs 97% of the workforce and up to 60.4% of total investment. MSMEs also have an important role in the structure of the Indonesian economy so that support from the consumer side is needed in increasing awareness and interest in buying and using local products (Limanseto, 2021).

Opportunities and Challenges Analysis

From year to year, the development of MSMEs in Indonesia continues to increase which can be seen from the amount of GDP and investment value which continues to increase. This development has made SMEs a pillar of Indonesia's economic growth. However, even though it is also supported by government programs, it does not mean that the established MSMEs can

run well. Success in an MSME depends on how the business is run, business opportunities, market competition, and so on. Indonesia's digital economy is projected to grow 20% from 2021 to 2025. This growth is also expected to continue to increase (Ministry of Finance, 2022). In addition, data from Bank Indonesia (BI) shows that during the COVID-19 pandemic, the condition of MSMEs has decreased while the use of e-commerce has doubled in August 2022. This shows the need for digitalization in MSMEs in opening up bigger market opportunities, not only for local consumers, but also globally (BI, 2022). The increase in digitalization does not mean that the digital industry does not have challenges at all. In the digitalization era, several challenges that can arise for MSMEs such as cyber security and internet access in various regions, such as in Indonesia, there are still some areas that still lack internet access. There are also challenges that arise in terms of regulations that have not kept up with developments and human resource constraints where the available education system is still unable to produce graduates who are ready to work in the digitalization era.

Porter Fiver Force Model Analysis

The following is a further forecast of the market situation using Porter's Five Forces Model analysis which according to David & David (2017) can be used to develop strategies in various industries.



Figur 1. Rivalry among existing competitors

STPD Analysis

Segmenting; (a) geography: focused on buyers in big cities while sellers in small towns, (b) **demographics:** targeted at middle and lower middle income gen y and z, and (c) **psychographic:** interested in local produce culture. Targeting; provide services to other people who want to sell products local from SMEs. Positioning; digitalized MSMEs will help the development and country's economy. Differentiation; MSMEs have distinctive and original characteristics from craftsmen or business developers so that they have their own interest.

Marketing Goals

Based on the analysis that has been carried out on MSMEs in Indonesia, the objectives of our suggested marketing strategy are as follows:

a) Increase brand awareness, brand interest, and customer experience for MSMEs

The Show with MSMEs strategy "From Local, For Global" and Integrated Marketing Communication are suggested to be able to increase awareness and interest from consumers

by holding festival bazaars and marketing. Through the festival that will be held, consumers will get experience that can increase their interest in MSMEs.

b) Development of digital content marketing for MSMEs

The development of digital content marketing is carried out through the Show with MSMEs strategy "From Local, For Global" as well as MSME Digital Content Empowerment. Digital content marketing is carried out to market MSME activities online so that they can be accessed by more people. Through Digital MSMEs content empowerment, workshops and training will be held so that MSMEs can freely carry out digital marketing.

c) Forming the competitive advantage of SMEs

MSMEs need a strategy to grow and develop so that a strategy is needed that can make MSMEs superior to their competitors. Through the MSME Level Up strategy, MSMEs will be given the convenience of running their business through the PaDi platform.

AIDA Strategy

Based on the analysis that has been carried out, the strategy is applied to answer questions from a given case through an adaptation of the AIDA model found by Elias St. Elmo Lewis (1898) including:

- a) Spread Awareness: The main focus is to attract the attention of consumers by creating innovations so that consumers will be aware of the existence of a brand (Qurthuby & Qurthuby, 2019). The suggested strategy is Integrated Marketing Communication.
- b) Create Interest: An interest component that can encourage consumers to use a product or service (Qurthuby & Qurthuby, 2019). The suggested strategy is Merdeka UMKM.
- c) Develop Desire: Creating consumer desires to obtain good and superior products and services and in accordance with customer wishes (Qurthuby & Qurthuby, 2019). The suggested strategy is Show with MSMEs "From Local, For Global".
- d) Bring Actions: Consumer decisions to take purchasing actions (Qurthuby & Qurthuby, 2019). The suggested strategy is UMKM Level Up.

One of the challenges faced by most MSMEs is limited costs, low digital literacy, and limited human resources. Utilizing digital connectivity can help Indonesia's economic recovery after the pandemic. Not all MSME actors realize the importance of and how to attract the public. So, we suggest that in order for MSMEs to be digital content empowered to face the challenges they are experiencing, it is necessary to introduce digitalization, training and development of digital content marketing so that they can reach more consumers. The "UMKM Level Up" program works with state-owned companies which will provide support, platforms and facilities for MSMEs in Indonesia.

Independent MSMEs

Based on data in June 2022 Databooks, only 6% of Indonesians are highly educated in Indonesia (Kusnandar, 2022). This is one of the obstacles to digital content marketing being implemented by MSMEs in Indonesia. Quality human resources will make a major contribution to the company. The UMKM Digital Content Empowerment activity using the slogan "MSMEs Merdeka" was jointly designed with the Ministry of Cooperatives and SMEs, which will hold a workshop. MSME actors who are members of Merdeka UMKM will be facilitated by government agencies which will later be directly fostered with various types of training from the basic stages regarding education and digital content creation.

The purpose of independent MSMEs is to improve the quality and knowledge of MSME human resources in terms of efficiency, effectiveness and operational quality as well as

increasing brand awareness from the public towards MSMEs. "MSMEs Merdeka" will be a prerequisite for building successful corporate resource planning, as well as digital content creation training will be an experience to have a positive impact on MSME income.

Steps to apply the independent MSMEs are (a) collaborate with the Ministry of Cooperatives and SMEs as well as companies that are willing to provide training and workshops; (b) building a clear organizational structure and conducting "CBI" (Creative, Building, Innovative) training; (c) conduct introduction and education regarding digitalization and socialization of digital content marketing; (d) conduct training on how to optimize digital content marketing and how to properly participate in marketing products, as well as introduce the #bangga productUMKM campaign; (e) MSMEs participating in the workshop will be coached to determine concepts and themes that are appropriate to their business product; (f) MSME actors directly create digital content that has been designed, then upload it to their business social media; (g) looking at consumer prospects and reviews, as well as conducting evaluations so that the resulting content is more targeted.

UMKM Level up

Digitalization of MSMEs has a very important role in business and economic growth (Andarnigtyas, 2023). We suggest working with Telkom by Leap, the PaDi UMKM platform, where MSMEs can promote their products and establish promising partnerships with SOEs. The PaDi platform can be used to make it easier for MSME actors to advance their business. This program will offer several interesting features that are specifically needed for partners in the digital era. We suggest designing an "Explore Content" feature in which there are various kinds of digital content regarding products or businesses made by MSME actors, so that consumers can see them and be interested in buying the products being sold. In addition, there is also a "Product Export" feature to expand the scope of the MSME export area that excels and continues to evaluate regularly to monitor the performance and performance of MSMEs participating in all government programs.

In addition, the platform also provides a "Reach Funds" feature where the platform will work with financial institutions, so that it can provide capital assistance to MSME players who need additional funds. On the platform, there is a "Meetings Academy" where partners can view information on available workshops or training activities and can participate in them directly offline or online.

The purposes of MSMEs level up is to expand the range of MSME products through the marketplace to the global market. Provide convenience to consumers who want to buy the products they want from MSMEs. In addition, it will assist the government in increasing the micro-income economy and increasing consumer satisfaction.

In order to execute the program nicely, there are few steps to be taken are: (a) collaborate with related teams to design features; (b) optimizing the platform by adding new features Explore Content, Product Export, and Academy; (c) collaborating with Microfinance Institutions to help MSMEs that need capital loans; (d) creating additional features in the Meetings Academy section as a communication and consulting channel to meet partner needs and provide solutions to problems faced by partners through discussions.

Integrated Marketing Communication

In order to encourage MSMEs to develop content marketing properly, Integrated Marketing Communication can be carried out to increase brand awareness and be well received by

consumers. Where the strategy can be implemented with 7 steps, including:

Events and Experiences: “From Local, For Global”

Indonesian MSMEs have a wide variety of potential products and open up great opportunities for the development of the Indonesian economy as a whole (Limanseto, 2022). "From Local to Global" is designed as a digital campaign to collaborate with the government and MSMEs in Indonesia, which will be supported by Indonesian artists who aim to encourage consumers to care more about and use MSME products. This digital campaign will facilitate MSMEs in registration, connection and business implementation to launch local products to the global market

Public Relations and Publicity

Collaborating with Indonesian artists, namely Arief Muhammad, Maudy Ayunda, Nikita Willy, and Raline Shah to support the From Local, For Global digital campaign so that they can introduce local original products from MSMEs to the wider community. This is supported by the tendency of consumers to use a product if it is promoted by someone who is well-known.

Interactive Marketing

MSMEs can use Instagram, Google, TikTok ads to introduce products and build a business image in the form of video and image content that can attract potential markets.

Advertising

The We Are Social report shows that the number of active social media users in Indonesia is 167 million people in January 2023 (Widi, 2023). MSMEs need to be active on social media by updating content, as well as holding challenges, quizzes, game templates, filters that can reach more potential consumers considering that currently most people use social media.

Direct Marketing

The assisted MSMEs will work with the organizers of the "UMKM festival" held by the regional government and BUMN to open booths accompanied by attractive designs to attract visitors to visit.

Personal Selling

MSME actors can introduce, explain in more detail about the product, answer complaints and questions, so that it will facilitate interaction with consumers.

Sales Promotions

MSMEs can work together with shops or companies for brand collaboration so they can present new products and provide discounts, vouchers, cashback and other attractive promos for consumers.

The effectiveness of the content marketing that has been developed can be measured by comparing the strategic goals with the achievements obtained and if they can be achieved, the strategy can be executed in accordance with the established marketing program. We prepared a timeline strategy (Appendix 13), risk analysis (Appendix 14). We develop a monitoring and control plan to measure the effectiveness of using Key Performance Indicators as follows:

Targets	KPI	Ukuran	Number	Time
Increase <i>brand interest</i> and <i>customer experience</i>	Number of event attendees	Number (per region)	5.000	3 Months
	Increasing the number of visitors from digital content on social media	Number	10.000	

Development of digital content marketing	User satisfaction level to new features	Percentage	35%
	Seller satisfaction level from using the features	Percentage	35%
	Increase in sales	Percentage	30%
	Increase in the number of partners joining	Number	3.000
Increase brand awareness	Increase in consumers liking posts	Number	500
	Followers on social media	Number	10.000
	Increased use of new features and services	Percentage	15%

4. CONCLUSIONS AND SUGGESTIONS

The number of MSMEs in Indonesia continues to grow. Most of them have not been able to adapt to the digital world, this can make MSMEs unable to compete with imported products, even though MSMEs are a vital element for the country's economy. The lack of digital literacy is the main cause. This of course must be strengthened by the existence of new programs, such as: Show with MSMEs From Local to Global, making MSME Digital Content Empowerment workshops, Level Up UMKM, and creating Integrated Marketing Communication campaigns together with local artists. We believe this strategy can increase brand awareness, brand interest, and the brand image of MSMEs and develop digital content marketing that can encourage MSMEs to develop more massively, be competitive and responsive to various changes. The limitation in this project is this project only discuss about the SMEs in Indonesia. For futher research can be more wider to another country.

REFERENCES

- Ahdiat, A. (2022, 10 11). Indonesia Punya UMKM Terbanyak di ASEAN, Bagaimana Daya Saingnya? Retrieved from Databooks: <https://databoks.katadata.co.id/datapublish/2022/10/11/indonesia-punya-umkm-terbanyak- di-asean-bagaimana-daya-saingnya>
- Alifia, O. N. (2022). Hadirkan 1,7 Juta Produk UMKM, Bilibli Ajak Masyarakat Beli Produk Lokal daripada KW. Retrieved from Dream.co.id: <https://www.dream.co.id/dinar/hadirkan- 17-juta-produk-umkm-bilibli-ajak-masyarakat-beli-produk-lokal-daripada-kw- 220816c.html>
- Andarnigtyas, N. (2023, Februari 15). Kemenkop UKM dukung lokakarya digitalisasi UMKM. Retrieved from Antaranews: <https://www.antaranews.com/berita/3397083/kemenkop-ukm-dukung-lokakarya-digitalisasi-umkm>
- Astutik, Y., & Umah, A. (2020, Agustus 30). Teten Kecewa Banyak UMKM Masih Belum Go Digital, Kenapa? Retrieved from CNN Indonesia: <https://www.cnbcindonesia.com/tech/20200830201547-37-183127/teten-kecewa-banyak- umkm-masih-belum-go-digital-kenapa>
- Dewi, B. K. (2023, Februari 15). 4 Cara Membuat Calon Pembeli Tertarik Membeli Jualan Kita. Retrieved from Kompas: <https://umkm.kompas.com/read/2023/02/15/211517883/4-cara- membuat-calon-pembeli-tertarik-membeli-jualan-kita?page=all>
- Elfisha, M. (2022, Desember 1). Pentingnya Diversifikasi Produk pada UMKM. Retrieved from sumbar.antaranews.com: <https://sumbar.antaranews.com/berita/542743/pentingnya-diversifikasi-produk- pada-umkm>
- Elshinta. (2022). Pemkab Lebak Ajak Konsumen Beli Produk UMKM Lokal. Retrieved from Elshinta.com: <https://elshinta.com/news/280269/2022/09/24/pemkab-lebak-ajak-konsumen-beli-produk-umkm-lokal>

- GlobalnewsID. (2019, Oktober 30). Kalah Bersaing Dengan Produk Impor UMKM Perlu Banyak Sentuhan. Retrieved from globalnews.id: <https://globalnews.id/kalah-bersaing-dengan-produk-impor-umkm-perlu-banyak-sentuhan/>
- Kasinath, H. M. (2013). Understanding and using qualitative methods in performance measurement. *Journal of Educational Studies, Trend and Practices*, 3(1), 46-57
- KemenkopUKM. (2022, Juli 27). Pemanfaatan Digital Marketing oleh Pelaku UMKM. Retrieved from smesta.kemenkopukm.go.id: <https://smesta.kemenkopukm.go.id/pemanfaatan-digital-marketing-oleh-pelaku-umkm/>
- Kusnandar, V. B. (2022, September 20). Hanya 6% Warga Indonesia yang Berpendidikan Tinggi pada Juni 2022. Retrieved from Databoks: <https://databoks.katadata.co.id/datapublish/2022/09/20/hanya-6-warga-indonesia-yang-berpendidikan-tinggi-pada-juni-2022#:~:text=Menurut%20data%20Direktorat%20Jenderal%20Kependudukan,mengena%20pendidikan%20sampai%20perguruan%20tinggi.>
- Laoli, N. (2019, Januari 10). Berkontribusi besar pada pertumbuhan ekonomi, tapi kualitas SDM UMKM rendah. Retrieved from Kontan.co.id: <https://nasional.kontan.co.id/news/berkontribusi-besar-pada-pertumbuhan-ekonomi-tapi-kualitas-sdm-umkm-rendah>
- Lathifa, D. (2019, November 13). Meninjau Perkembangan UMKM di Indonesia, Bagaimana Kondisinya? Retrieved from Onlinepajak.com: <https://www.online-pajak.com/tentang-pph-final/perkembangan-umkm-di-indonesia>
- Limanseto, H. (2021, Mei 5). UMKM Menjadi Pilar Penting dalam Perekonomian Indonesia. Retrieved from Kementerian Koordinator Bidang Perekonomian: <https://ekon.go.id/publikasi/detail/2969/umkm-menjadi-pilar-penting-dalam-perekonomian-indonesia>
- Limanseto, H. (2022, Oktober 4). Melalui Dukungan Kebijakan Ekonomi Nasional bagi UMKM, Pemerintah Dorong Kualitas UMKM agar Go Digital dan Go Global. Retrieved from Kementerian Koordinator Bidang Perekonomian: <https://www.ekon.go.id/publikasi/detail/4603/melalui-dukungan-kebijakan-ekonomi-nasional-bagi-umkm-pemerintah-dorong-kualitas-umkm-agar-go-digital-dan-go-global>
- Limanseto, H. (2022, Oktober 1). Perkembangan UMKM sebagai Critical Engine Perekonomian Nasional Terus Mendapatkan Dukungan Pemerintah. Retrieved from Kementerian Koordinator Bidang Perekonomian: <https://www.ekon.go.id/publikasi/detail/4593/perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukungan-pemerintah>
- LPPI, L. P. (2015). Profil Usaha Mikro, Kecil, dan Menengah (UMKM).
- Mahdi, M. I. (2022, Januari 19). Berapa Jumlah UMKM di Indonesia? Retrieved from DataIndonesia.id: <https://dataindonesia.id/sektor-riil/detail/berapa-jumlah-umkm-di-indonesia>
- Mansur. (2022). Warga lebih Didorong Beli Produk UMKM. Retrieved from Koran Jakarta: <https://koran-jakarta.com/warga-lebih-didorong-beli-produk-umkm>
- Mujianto, Ramaditya, M., Mustika, M., Tanuraharjo, H. H., & Maronrong, R. (2022). Dampak Pandemi Covid-19 Pada UMKM Warung Ritel Tradisional Di Indonesia dan Strategi Bertahannya. *Jurnal STEI Ekonomi (JEMI)*, 30(2), 60-74.
- PPID Lampung. (2021, April 30). Workshop UMKM Tetap Eksis Di Saat Krisis. Retrieved from ppid.lampungprov.go.id: <https://ppid.lampungprov.go.id/detail-post/Workshop-UMKM-Tetap-Eksis-Di-Saat-Krisis>
- Pribadi, W. (2022, September 13). Bangkitkan Ekonomi Daerah melalui Berbagai Event Bazaar UMKM. Retrieved from Radar Semarang: <https://radarsemarang.jawapos.com/event/anugerah-jawa-pos-radar-semarang->

- 2022/2022/09/13/bangkitkan-ekonomi-daerah-melalui-berbagai-event-bazaar-umkm/
Primadhyta, S. (2015, November 6). Mendag Nilai UMKM Lokal Kurang Promosi dan Inovasi. Retrieved from CNN Indonesia: <https://www.cnnindonesia.com/ekonomi/20151105155137-92-89715/mendag-nilai-umkm-lokal-kurang-promosi-dan-inovasi>
- Qurthuby, M., & Qurthuby, M. (2019). Pengaruh Strategi Pemasaran Dengan Konsep AIDA (Attention, Interest, Desire, Action) Terhadap Respon Nasabah Mengambang Pada Bank Syariah (Studi Pada Bank Syariah Di Wilayah Cibadak- Sukabumi). *Jurnal Ekonomi Syariah*, 7(1), 17-39.
- Rizal. (2022, Juli 18). Dorong Ekonomi Sirkular, SIRCLO dan MallSampah Mengelola Sampah UMKM. Retrieved from infokomputer.grid.id: <https://infokomputer.grid.id/read/123381953/dorong-ekonomi-sirkular-sirclo-dan-mallsampah-mengelola-sampah-umkm?page=all>
- Sale, M. J., Lohfeld, L. H., & Brazil, K. (2002). Revisiting the quantitative-qualitative debate: Implication for mixed-method research. *Quality and Quantity*, 36(1), 43-53.
- Santika, E. F. (2022, Februari 8). Pakai Delivery Online, UMKM Kuliner Akui Ada Perkembangan dari Pendapatan hingga Jumlah Toko. Retrieved from Databoks: <https://databoks.katadata.co.id/datapublish/2023/02/08/pakai-delivery-online-umkm-kuliner-akui-ada-perkembangan-dari-pendapatan-hingga-jumlah-toko>
- Sari, N. P. (2022, September 2). Data UMKM Akurat untuk Pemulihan Ekonomi Lebih Cepat. Retrieved from Detiknews: <https://news.detik.com/kolom/d-6268763/data-umkm-akurat-untuk-pemulihan-ekonomi-lebih-cepat>
- Sasongko, D. (2020, Agustus 24). UMKM Bangkit, Ekonomi Indonesia Terungkit. Retrieved from [djkn.kemenkeu.go.id: https://www.djkn.kemenkeu.go.id/artikel/baca/13317/UMKM-Bangkit-Ekonomi-Indonesia-Terungkit.html](https://www.djkn.kemenkeu.go.id/artikel/baca/13317/UMKM-Bangkit-Ekonomi-Indonesia-Terungkit.html)
- Sulaeman. (2020, Juli 1). Survei: 53 Persen Masyarakat Sulit Urus Izin UKM. Retrieved from Merdeka.com: <https://www.merdeka.com/uang/survei-53-persen-masyarakat-sulit-urus-izin-ukm.html#:~:text=Menurut%20survei%20SMRC%2C%2053%20persen,persen%20dari%20keseluruhan%20warga%20Indonesia.>
- Sofaer, S. (1999). Qualitative methods: what are they and why use them?. *Health Services Research* 34:4 Part II (December 1999)
- Tantomi, I. (2023, Januari 27). Demi Mendukung Pertumbuhan Ekonomi Digital 2023, Shopee Membagikan Tren Perilaku Belanja Konsumen. Retrieved from Fimela: <https://www.fimela.com/lifestyle/read/5190634/demi-mendukung-pertumbuhan-ekonomi-digital-2023-shopee-membagikan-tren-perilaku-belanja-konsumen>
- Ulfa, A. M. (2021, Desember 31). Standarisasi dan Sertifikasi Produk Dukung Kesejahteraan UKM. Retrieved from KataData: <https://katadata.co.id/padjar/infografik/61ce764f90e0e/standarisasi-dan-sertifikasi-produk-dukung-kesejahteraan-ukm>
- Ulya, F. N. (2022, Agustus 12). Kata Menteri Investasi, Ini Penyebab UMKM Enggan Urus Izin Usaha. Retrieved from Kompas.com: <https://money.kompas.com/read/2021/08/12/155439726/kata-menteri-investasi-ini-penyebab-umkm-enggan-urus-izin-usaha?page=all>
- Widi, S. (2023, Februari 3). Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023. Retrieved from DataIndonesia.id: <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>