

CREATIVE STRATEGIES FOR THE GROWTH OF MSMEs IN THE KUBU RAYA REGENCY- PONTIANAK

**Anny Valentina¹, Meysia Dewi Aurellia², Amelia Natassya³, Arya Dharmayanto⁴, Kevin
Matthew Ivanson⁵ & Celine Elysia⁵**

¹Faculty of Art and Design, University Tarumanagara Jakarta

Email: annyv@fsrd.untar.ac.id

²Faculty of Art and Design, University Tarumanagara Jakarta

Email: meysia.625210008@stu.untar.ac.id

³Faculty of Art and Design, University Tarumanagara Jakarta

Email: amelia.625210028@stu.untar.ac.id

⁴Faculty of Art and Design, University Tarumanagara Jakarta

Email: arya.625210049@stu.untar.ac.id

⁴Faculty of Art and Design, University Tarumanagara Jakarta

Email: ivanson.kevin@gmail.com

⁴Faculty of Art and Design, University Tarumanagara Jakarta

Email: celine.625210044@stu.untar.ac.id

Enter : 10-04-2023, revision: 11-05-2023, accepted for publication : 15-08-2023

ABSTRACT

The Kubu Raya Regency is supported by the minister of tourism and the creative economy continues to push its MSME or Usaha Mikro Kecil dan Menengah (MSMEs) towards digitalization. Collaboration is urgently required to help the Kubu Raya Regency's MSMEs to thrive and step up. Through creative strategies under the problems faced by MSMEs in the Kubu Raya Regency, it is hoped that the MSMEs will be able to maximize their messages as well as visual and promotional medias; both in the form of social media and conventional media. Technical data collection was in the form of observation through direct observation of MSMEs in the Kubu Raya Pontianak Regency and literature studies by searching for literature and interviews with the DKUKMPP of the Kubu Raya Regency. The data analysis method used is qualitative with the Miles and Huberman Model Data Analysis Techniques. Through this research, a creative strategy would then be mapped out to help the MSMEs in the Kubu Raya Regency to step up.

Keywords: Creative strategy, MSMEs viisual communication

1. PREFACE

Given that there are still 8.4 million unemployed people in Indonesia—a quantity not to be underestimated—the problem of unemployment, which has fallen by 350 thousand people by February 2022, is still regarded as being rather significant. Comparing the open unemployment rate to the prior year, it has dropped from 6.26% to 5.83%. 144.01 million people are now part of the labor force, an increase of 4.20 million from the previous year. However, not all of these new workers have found employment. To become a developed country, 12–14% of the population must be entrepreneurs. However, Indonesia now only has 3.4%. Mardani H. Maming, the head of the Central Executive Board of the Indonesian Young Entrepreneurs Association (HIPMI), aspires to see more Indonesians become business owners so that Indonesia would advance economically (Sunarya, Sunarya, Assyifa, 2015).

Leaning towards the end of 2020, Micro, small, and medium-sized firms (MSMEs) have seen tremendous expansion in Indonesia, contributing significantly to the economy, notably in terms of Gross Domestic Product (GDP). Data from the Ministry of Cooperatives and MSMEs report that there are currently 64.2 million MSMEs and that they contribute 61.07% of the GDP, or IDR 8,573.89 trillion, according to their figures. According to an economic press release dated May 5, 2021, MSMEs can absorb 97% of the total workforce and attract up to 60.4% of the total investment.

According to this data, economic growth is correlated directly to the number of MSMEs. The economy would grow if MSMEs keep growing, and vice versa. In the book "Usaha Mikro Kecil dan Menengah di Indonesia," Tulus Tambunan expressed their viewpoint on the significance of MSMEs for Indonesia's economy. Some of the points brought up include that MSMEs are considered to be labor-intensive, have the potential to reduce the high unemployment rate in Indonesia and increase income because they employ many human resources; MSMEs also support development as many are engaged in the agricultural sector, even though its effects are indirect; MSMEs can withstand economic crises; they could be a starting point for investment mobility in rural areas as well as a medium to improve entrepreneurial skills; they have a high level of flexibility, and so on (Hanim, Soponyono, Maryanto, 2022).

A survey conducted by the Bank of Indonesia in March 2021 revealed that 87.5% of MSMEs were affected negatively by the pandemic. However, 12.5% of respondents testified that they were not affected by the pandemic's negative economic impacts, and even 27.6% of the respondents reported a sales increase. ekon.go.id reports that the strategy used by these companies was to sell online and diversify their products; as there was a shift in people's behavior towards digitalization during the pandemic.

The OJK Commissioner, Tirta Segara, also revealed the same thing; in general, three problems cause MSMEs to have difficulty moving up the ladder. The first is that there is limited knowledge in utilizing digital technology, especially in marketing and market access. Only 13% of MSMEs have implemented and connected to digital technology. Second, access to financing and working capital (74% of MSMEs have not yet obtained financing access, making it difficult for them to increase their production scale). Third, as reported by Republika, there are low-quality and capability of human resources (many MSME actors still have difficulty in marketing, are less innovative, etc.).

In the Kubu Raya Regency, the Minister of Tourism and Creative Economy, Sandiaga Salahudin Uno, supports the digitalization of MSMEs in Kubu Raya and encourages them to identify the current target market and expand their market. MSMEs in Kubu Raya are having difficulties in supporting product marketing and expanding their market. Therefore, collaborations are required to help MSMEs advance. RRI Pontianak, Mawardi (2022), reports that one of which is by designing creative strategies as the solution to help MSMEs find bright spots on the problems they face and improve MSME competitiveness.

To design a creative strategy, first, MSME entrepreneurs must determine their target market. After the target market is determined, MSME entrepreneurs can gather data about the target market. This would include the types of media the target audience frequently use, which social media platforms they use, their usage patterns, whether their needs are seasonal or functional, and the places they regularly visit or pass by the most. This data can then be used to map out a creative strategy, such as advertising and branding.

Advertising plays an important role in the marketing a product. The success of a sale is heavily dependent on the advertising strategy itself. This can be proven by the fact that advanced companies aggressively engage in advertising activities. For example, American marketers who invest in an average of 89 billion dollars on advertising each year. Advertising is a type of paid advertising that draws attention to your main message and is the next important step in executing

your digital marketing strategy. It increases your brand visibility so you can quickly achieve your business goals, from building a customer base to increasing sales (Yelp Inc., 2022)

A good brand can make consumers willing to pay more for the same product of the same size. Having good brand value can help MSME products enter various modern retail outlets and compete in the e-commerce and social commerce sectors. Moreover, Sulistio (2020) states that in this digital era, all business transactions can be done through devices.

It is also advisable for MSMEs to set high targets and define their brand promise clearly. By doing so, MSMEs can start formulating a marketing plan aimed to those goals, as reported by Oberlo; hence, research activities must be carried out. This activity also implements the “Merdeka Belajar Kampus Merdeka” policy, where students are required to apply the knowledge they have learned during their studies and be able to contribute to the workforce.

Creative Strategies

The approach to advertising has changed dramatically over the past 50 years, from newspapers to mass media through radio and movies to television to the Internet and email. Now the next target is the visible social network. Advances in technology now allow consumers to control the media messages they want to expose (Curran, Graham, & Temple, 2011). Advertisements act as information, persuasions, and reminders for a brand’s consumers. Advertising can be defined as any device that attracts the attention of passengers first and encourages them to accept mutually beneficial exchanges (O’Barr & M, 2015).

Planning is an important aspect when it comes to deciding the further steps or procedures that were already determined. This is crucial, especially in advertising, because planning would become a guide for the next steps. The main step in advertising design and planning is data collection. The data required can include information regarding the product situation to be advertised. This is important because it would be useful to the seller to find out the problems encountered and the communication solution to said problems. Creative strategies are executive and message strategies used to bridge the gap between what marketers want to say and what consumers need to hear, and include ideas to design communication in ways that increase the likelihood of creating the desired effect on consumers, including message content and execution (Ashley & Tuten, 2015).

According to the book “Teks dalam Kajian dan Struktur Kebahasaan” by Rahman (2017), advertising has several characteristics; the use of slogans is the first main characteristic. A slogan is a series of words or phrases that makes the message easy to remember and conveyed, due to its attractive and eye-catching nature. Slogans usually consist of four to five words with their appeal. Additionally, for the audience to receive the message intended to be delivered, slogans should be easy to remember.

Secondly, the use of persuasive sentences. These types of sentences are commonly characterized by their inviting or recommending nature to prove to the consumer or potential consumers to act or accept the idea presented by the advertiser.

Thirdly, the word choice in an advertisement must be in the first-person perspective. Advertisements often use first-person plural or singular vocabulary, such as “I,” “Me,” and “We” as a substitute for the advertising agency or the brand itself.

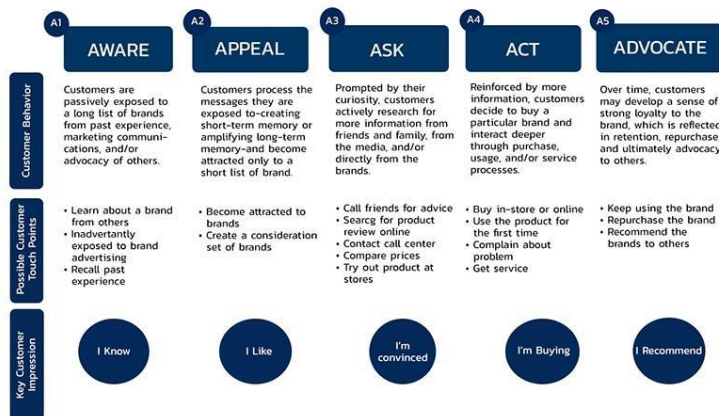
Fourthly, as reported by Kabar Harian (2021), advertisements must have a clear, compact, and concise structure. For the audience to receive the message well, a good advertisement should be able to convey the message as brief and clear as possible. The language used must also be suggestive and have an attractive feel to them, yet also must still be objective. The word choice must also have positive connotations, to gain the consumer's trust.

5A Method Customer Roadmap

According to Kotler (2019), there are five stages to a customer roadmap:

Figure 1

Mapping the Customer Path Throughout the Five A's



Visual Communication Media

Communication is the sending and receiving of messages or news between two or more people, for the intended message to be understood. Visuals means something that can be seen through the sense of sight; through eyes, or through viewing. Visual Media communication can only be read or interpreted through the sense of sight to tell or inform a message to other parties. Art, symbols, typography, graphic design, illustrations, and colors all relate to visual communication media. For example, newsletters and magazines, brochures, banners, posters, billboards, catalogs, pamphlets, products, etc. (Sembiring, 2022).

Traditional media such as television must be improved immediately with the development of the times, and the emergence of new media platforms with almost the same characteristics as television has made it necessary to innovate so as not to be moved by the development of the times (Haqu & Ersyad, 2020). However, Wijaya (2009) pressed that culture and the population's conditions is inseparable from conventional media and usually include printed media, electronics, radio, and television as the medium to convey messages to the greater population, and what can be referred to as non-conventional media that differ from the usual media, such as television, newspapers, magazines, etc.

The Function of Communication Medias

Marshall McLuhan states that there are four main functions of communication media includes effectiveness, efficiency, concreteness, and motivation. Effectiveness would mean that the communication media can facilitate and allow streamline delivery of the message, idea, or information to the receiver. Efficiency is how the communication media reduces the time taken to deliver the message. Concreteness would allow the user of the communication media to verify the truth of the information. Lastly, motivation is the communication media's ability to make the message's receiver take action.

On the other hand, in Burgon & Huffner the functions of advanced communication media are as follows, efficient dissemination of information, strengthening the existence of information, education, persuasion, and social control are also possible (Mayangsari & Aprianti, 2017). Efficiency in the spread of information means that there is a reduction in costs, thought, power, and time consumed when using communication media. Secondly, strengthening the existence of the information can be done by making the information or the message to be remembered much easier by the audience using advanced media communication technologies. Thirdly, communication media must be entertaining and attractive to customers. Lastly, as reported by Seputar Pengetahuan, communication media must have a function to be a social control, or in other words a tool to observe social policies.

Branding

Traditionally, branding is a collection of pictures which are often in the form of names, logos, or taglines that differentiate a product's offer or service from its competitors (Kotler, Kartajaya, & Setiawan, 2019). A brand can act as a medium to store all values that resulted from branding campaigns. In the past few years, a brand also represents the entirety of the experiences of the company's customers. Any activities done by the company would be related directly to its branding; hence branding can also be used as a platform for company strategies.

Image building for a brand is a complex and careful process that must be approached by planning out and calculations first (OBERLO, n.d.). Ideally, business actors must have a branding strategy first before deciding to make or open online stores.

MSMEs

MSMEs is short for Micro, Small, and Medium Enterprises or "Usaha Mikro Kecil dan Menengah" and "UMKM" in Indonesian. According to their name, MSMEs are divided into three categories, which are micro-enterprises, small enterprises, and medium enterprises. The government has fixed their understanding on MSMEs and the criteria for them, as well as examples of MSMEs written on the constitutional law (Undang-Undang) number 20 of 2008 (Idris, 2021).

Micro Enterprises are productive enterprises with employees or business entities that fit the criteria of the first verse in the constitutional law. Another criterion is that the enterprise must have a maximum asset of Rp50.000.000,00 (fifty million rupiahs), outside the land and building assets or have a maximum annual sale of Rp300.000.000,00 (three hundred million rupiahs) (Verse 6).

A Small Enterprise is an economically productive enterprise that stands alone and handled by people or business entities that is not a subsidiary company or a branch of a company, that is owned or is part of a medium or large enterprise that fits the criteria for a small enterprise as stated in the first verse of the constitutional law. A criterion is that the asset of the enterprise must exceed Rp50.000.000,00 (fifty million rupiahs) and have a maximum value of Rp500.000.000,00 (five hundred million rupiahs); this is also outside the land or building assets. They also must have an annual sale of over Rp300.000.000,00 (three hundred million rupiahs) or a maximum annual sale value of Rp2.500.000.000,00 (two billion five hundred million rupiahs) (Verse 6).

Lastly, Medium Enterprises are also similar to small enterprises, which it is an economically productive enterprise that stands alone and handled by people or business entities that is not a subsidiary company or branch of a company, that is owned or part of a small or large enterprise that fits the criteria for a medium enterprise as stated in the first verse of the constitutional law. Medium Enterprises must have an asset of over Rp500.000.000,00 (five hundred million rupiahs) or a maximum of Rp10.000.000.000,00 (ten billion rupiahs); outside of any land or buildings they

own. They also must have a yearly sale of over Rp2.500.000.000,00 (two billion five hundred million rupiahs), and a maximum of Rp50.000.000.000,00 (fifty billion rupiahs) in sales according to the sixth verse.

On the other hand, Large Enterprises are different to MSMEs, as they are economically productive enterprises run by business entities; with an asset and annual sales value that exceeds Medium Enterprises. They can also be run by national enterprises owned by the country or are private companies, joint companies, or even foreign companies carrying out economic activities in Indonesia.

2. RESEARCH METHOD

Object and Location

Object Data:

Gender : Male and Female

Age : Early adults (25-35 years old)

Location : Kubu Raya Regency, Pontianak, West Kalimantan, Kalimantan

Data Collection Techniques:

Direct observation of the MSMEs in the Kubu Raya Regency, Pontianak; to find data found in the observed field, and literature reviews by searching the appropriate sources.

Interviews with The Kubu Raya Regency's regent (Bupati), Muda Mahendrawan, S.H, M.Kn, also with Dr. M. Norasari Arani, the head of the DKUKMPP cooperative department (Department of Cooperatives, Small and Medium Enterprises, Industry and Trade) in the Kubu Raya Regency, and MSMEs actors

Analysis Methods

Qualitative data analysis using the Miles and Huberman Analysis Data Model was done with several stages. First, data Reduction: Data gathered from field observations and interviews are grouped together into sets to separate the most relevant and irrelevant data. In this stage, the data is simplified much further and becomes much more matching to the requirements of the research. Second. serving the Data: The data that were grouped and reduced could be served in the form of a table. Hence, the data would look neater, systematic, and organized. Lastly deriving a Conclusion: The arranged data would be grouped to form patterns for deriving a conclusion.

3. RESULT AND DISCUSSION

Interviews

An interview with the Kubu Raya Regency's regent (Bupati), Muda Mahendrawan, S.H, M.Kn, it is found that a collection of data shows that the local government have been pushing and strengthening the local MSMEs. This is done with goals such as how the government ensures the market for MSME actors to be much more optimistic and confident to initiate their own products. Moreover, Kubu Raya is a Regency based on farming, fishery, herding, fields, and other commodities. Kubu Raya is also located in a town where the markets are clearly open and have potential for strengthening products, given that this Regency is the main food supplier for West Kalimantan. This opportunity can be used with reuations with data systems based on biospatial information. The government have also contributed their parts so that the legality of MSMEs can be sped up through training, and facilitating methods to gain licensing, pom halls, halal certificates, and other methods to gain efforts to strengthen digital literacy; one method is by convincing the

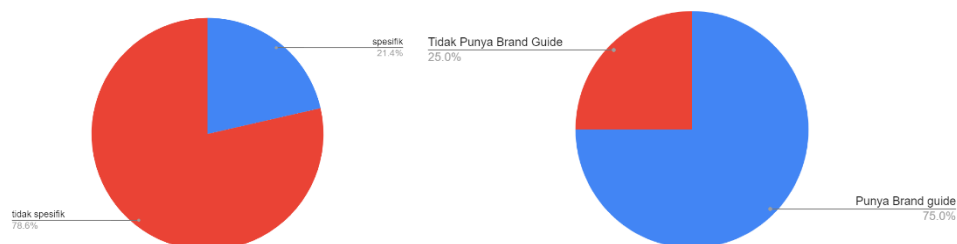
MSME players. From these efforts offered, opportunities such as reducing unemployment and to make MSMEs in Kubu Raya to ladder up to the exporting phase. In order to compete, the improvement of human resources is required.

Another interview with Dr. M. Norasari Arani, the head of the Department of Cooperatives, Small and Medium Enterprises, Industry and Trade in the Kubu Raya Regency, showed data that the Kubu Raya government hopes the MSME products can be included in the e-catalog. This is so that it supports the current program, which was promoted by the President, Minister of Cooperatives, Minister of Industry, and others; to increase the use of domestic products. The development of MSMEs in the Kubu Raya Regency has skyrocketed to numbers up to 22 thousand units in various sectors; some of which are fishery, industry, trade, service, and others. All MSME actors have the will and enthusiasm to keep on pushing forward. Various efforts, such as collaborations with modern supermarkets like Indomaret, gift shops, exhibition promotions in the Regency, Province and National level, legality mentoring, working with the Investment and One-Stop Integrated Service Office (DPMPTSP) for food or product registration, halal certification, and others. To gain capital investments, the Kubu Raya representatives work together with banks supporting business credits. How would there be an acceleration in the KUR (Kredit Usaha Rakyat) program if the interest rate is now at 6 percent? With bankable aspects and business feasibility, the 7800 MSMEs in the Kubu Raya Regency would have obtained their KUR credit support. In terms of technology, the MSMEs in the Kubu Raya Regency are pushed to be digitally aware; especially in how they promote themselves and conduct transactions in Whatsapp, Instagram, Facebook, and e-commerce applications like Shopee, Bukalapak, Tokopedia, and other online marketplaces. It is hoped that the MSMEs in the Kubu Raya Regency can succeed in the program with the goal to increase the use of domestic products currently promoted by the President, Minister of Industry, Minister of Cooperatives, etc.

Through interviews with MSME actors, the following data is obtained:

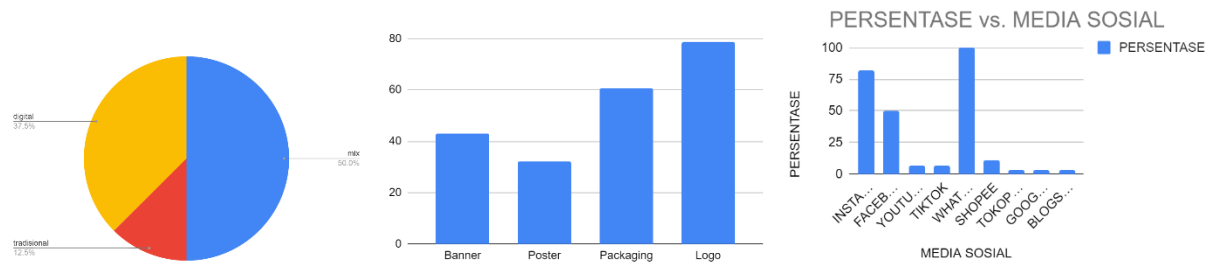
Figure 1

Target Audience Analysis and MSME Brand Guide Analysis



As shown in the graph, ddddddthere are 28 MSME actors, of which only 21.4% or 6 of them have specific target audiences. Meanwhile, there are still 78.6% or 22 MSME actors without specific target audiences. 75% of the 28 MSME actors do not have a brand guide, which may include color combinations, typography, shapes, etc. These actors still rely on the design proposed by the printing shops. 25% of the actors have their brand guide that is based on their original designs or through labels bought from printing shops.

Figure 2
Traditional, Digital and Social Media Usage



From the 28 MSME actors, the pie chart above shows that there are 50% or 14 actors that conduct sales activities both digitally and traditionally. Additionally, only 2 actors, or 12.5% only do traditional sales. Lastly, 37.5%, or 6 of the actors only conduct digital sales. 43% of the MSME actors or 12 out of the 28 interviewed actors had or have a banner; 32% of the actors or 9 out of the 28 had a poster; 61% or 17 of the 28 actors have their packaging, some very simple or only add their stickers; and lastly, 79% or 22 of the 28 actors already have their very own logo. Online media is frequently used by MSMEs as a medium to promote their products; with the most popular media being Whatsapp with a percentage of 100%. Instagram comes second to Whatsapp, with a percentage of 82% or 23 of the 28 MSME actors. Facebook fills in the third place, with 50% or 14 out of the 28 MSME actors. Next, comes Shopee in fourth place with a percentage of 10% or 3 of the actors. Lastly, TikTok and YouTube take fifth place as there were 7% or 1 out of the 28 actors that use this media. A majority of the MSME actors focus on traditional sales to their distributors. Even if they were to use digital media, a majority of the actors use Whatsapp, Instagram, and Facebook to increase their sales.

After further interviews, it is found that most of the MSME actors admit that they do not have a fixed schedule to upload content to their Instagram or Facebook accounts. Some of these actors also integrate their personal social media accounts, namely Facebook, into their business accounts.

Branding

A strong branding would leave significant impacts that would make it advantageous in competing against MSME players by securing and protecting a business from intense price competitions. Additionally, in marketplaces, where there would be more and more newer competitors everyday; a brand must have an invaluable asset to attract customers and gain profits. To build a strong brand, First, MSME actors must understand the customer by identifying elements that would grab the attention of customers and make use of it. Some examples to this include knowing what the customer likes, their motivation as customers, what makes them interested to purchase a product, and many more. Secondly, determining the brand's persona. The business personality that is determined by the brand's persona, through customer experience. This is mainly determined by data collected about the target consumers. Thirdly, by solidifying the brand promises. These can be given to consumers, like the benefits of the product or service to the consumer. The promise made must be ensured because 66% of consumers believe that transparency is an interesting point that indicates a brand's quality. Fourth, the perfecting of brand assets. Online consumers could not see or evaluate the product they would buy; hence the visual experience is a very important aspect. Brand assets are specific identities that match their advertising counterparts, as well as the packaging and unboxing experience for the consumer. Lastly, perfecting the consumer's experience. Even though MSME actors are not able to please all consumers, the MSME owner must still do their best to ensure that all interactions with consumers are in line with the brands promises (OBERLO, n.d.). From interview results before the research, it is observed that

marketing and branding are major issues faced by the MSMEs in the Kubu Raya Regency in West Kalimantan. The MSMEs in that location have done several trainings, but there is still no significant change. As a result, this causes the MSMEs to have difficulty moving up.

5A Path

<i>Awareness</i>	<i>Appeal</i>	<i>Ask</i>	<i>Action</i>	<i>Advocate</i>
"I Know"	"I Like"	"I'm Convinced"	"I'm Purchasing"	"I Recommend"
I know the MSME brand from traditional media put in front of the store and offline events	I am attracted to the brand's promises	When I open my social media, I will find the product and the contact details	I will purchase in-store or online	Repurchase and recommend the brands to others
Media Recommendation				
Printed Banner	Printed Banner	Digital Banner and video promotion	Digital header (online store)	Reposting consumer review

4. CONCLUSIONS AND RECOMMENDATIONS

From a design perspective, the MSMEs in the Kubu Raya Regency must also focus on the quality of their products and the packaging of their products, which were initially simple, to give off a luxurious feel and increase their sales. Creating advertisements that can be easily changed in seconds is also an important and convenient feature to have. Visual communication and positioning are also crucial to leave a good impression on the customers. These factors must be taken into consideration for MSME products to have a hike in sales.

A visual representation that would be realized would take shape in the form of either printed or digital banners and videos. The printed banner would act as an offline or conventional media to improve the first and second stages to raise awareness and appeal to consumers regarding the product or the MSME brand itself. While the consumer searches through social and digital media Both the banner and the video could then be used to convince and call the buy action through social media like Instagram, Facebook, YouTube, and other online store platforms.

To make the brand easy to remember, a banner was designed using the 5 mandatory requirements template, which has the writing "UKM DKUMPP KABUPATEN KUBU RAYA," a header with the brand's name written on it, a tagline, logos (which include the brand itself, LPPM UNTAR, FSRD UNTAR, Kubu Raya Regency, DKV UNTAR, and Menajak dari Kubu Raya Untuk Indonesia), and lastly the product photo.

Figure 2
Banner Example with Template



Figure 3
Visual Recommendation Examples



Acknowledgement

We would like to thank all those who have supported this research and all those who have contributed so that this research can be carried out and completed properly.

REFERENCE

- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & marketing*, 32(1), 15-27.
- O'Barr, & M, W. (2015). What is advertising? *Advertising & Society Review*, 16(3).
- Curran, K., Graham, S., & Temple, C. (2011). Advertising on Facebook . *International Journal of E-business development*, 26-33.
- Hanim, L., Soponyono, E., & Maryanto, M. (2022). Pengembangan MSME Digital di Masa Pandemi Covid-19. *Prosiding Seminar Nasional Penelitian Dan Pengabdian Kepada Masyarakat*, 2(1), 30–39. <https://doi.org/10.24967/psn.v2i1.1452>
- Haquq, R., & Ersyad, F. A. (2020). Eksistensi Media Televisi Era Digital Dikalangan Remaja. *Jurnal Dinamika Sosial Budaya*, 22(1), 38-44
- Idris, M. (2021, March 26). *Apa Itu MSME: Pengertian, Kriteria, dan Contohnya*. Kompas.com. <https://money.kompas.com/read/2021/03/26/153202726/apa-itu-MSME-pengertian-kriteria-dan-contohnya?page=all>

- Kabar Harian. (2021, August 23). *Mengenal Ciri-Ciri Bahasa Iklan yang Baik dan Benar*. Kumparan.com. <https://kumparan.com/kabar-harian/mengenal-ciri-ciri-bahasa-iklan-yang-baik-dan-benar-1wNyRES1Hr2>
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2021, May 05). *MSME Menjadi Pilar Penting dalam Perekonomian Indonesia*. Ekon.go.id. <https://ekon.go.id/publikasi/detail/2969/MSME-menjadi-pilar-penting-dalam-perekonomian-indonesia>
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2021, May 25). *Optimalisasi Produktivitas MSME melalui Go-Digital dan Go-Legal*. Ekon.go.id <https://www.ekon.go.id/publikasi/detail/3016/optimalisasi-produktivitas-MSME-melalui-go-digital-dan-go-legal>
- Kotler, Philip, Hermawan Kartajaya, dan Iwan Setiawan. (2019). *Marketing 4.0 Bergerak dari Tradisional ke Digital*. (I. Fairano, Terjemahan). Jakarta: PT. Gramedia Pustaka Utama.
- Mawardi, R. K. (2022). *Menparekraf Sandiaga Uno Dorong MSME Kubu Raya Go Digital Menanjakkan Ekonomi Daerah*. Rri.co.id https://rri.co.id/pontianak/ekonomi/1560839/menparekraf-sandiaga-uno-dorong-MSME-kubu-raya-go-digital-menanjakkan-ekonomi-daerah?utm_source=news_main&utm_medium=internal_link&utm_campaign=General%20Campaign
- Mayangsari, I. D., & Aprianti, A. (2017). Understanding communication among parents and teachers in WhatsApp. Case study in Bandung, Indonesia. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 2(2), 18-23.
- OBERLO. *What is Branding in Marketing?* Id.oberlo.com. <https://id.oberlo.com/ecommerce-wiki/branding#:~:text=Branding%20is%20the%20process%20of,theme%20throughout%20all%20marketing%20communications>.
- Rahman, T., & Ibda, H. (2017). *Teks dalam kajian struktur dan kebahasaan / Taufiqur rahman, S.Pd., M.Pd.I ; editor, Hamidulloh Ibda, M.Pd. Semarang: CV. Pilar Nusantara*.
- O'Barr, & M, William. (2015). What is advertising? *Advertising & Society Review*, 16(3)
- Republika. (2022, May 25). OJK Ungkap Tiga Masalah MSME Belum Bisa Naik Kelas. Republika.co.id. <https://www.republika.co.id/berita/rcewou380/ojk-ungkap-tiga-masalah-MSME-belum-bisa-naik-kelas>
- Sembiring, L.J. (2022, May 11). Masih Ada 8,4 Juta Pengangguran di RI, Daerah Ini Terbanyak. CNBC Indonesia. <https://www.cnbcindonesia.com/news/20220511070915-4-337963/masih-ada-84-juta-pengangguran-di-ri-daerah-ini-terbanyak>
- Seputar Pengetahuan. (2022). Pengertian Media Komunikasi, Teori, Fungsi, Jenis, Karakteristik & Bentuknya. Seputarpengetahuan.co.id. <https://www.seputarpengetahuan.co.id/2017/11/pengertian-media-komunikasi-teori-fungsi-jenis-jenis-karakteristik-bentuk.html>
- Setiawati, S. D., Retnasari, M. Fitriawati, D. (2019). Strategi membangun branding bagi pelaku Usaha Mikro Kecil Menengah. Universitas BSI. 2 (1). 125-136. <https://ejournal.bsi.ac.id/ejurnal/index.php/abdimas/article/download/4864/2942>
- Sulistio, A. B. (2020). Branding Sebagai Inti Dari Promosi Bisnis. <https://indonesia.sae.edu/wp-content/uploads/2021/02/Branding-Sebagai-Inti-Dari-Promosi-Bisnis.pdf>
- Sunarya, L., Sunarya, P.A., Assyifa, J.D. (2015). Keefektifan Media Komunikasi Visual Sebagai Penunjang Promosi Pada Perguruan Tinggi Raharja. *institute*. 9 (1), 77-86. <https://media.neliti.com/media/publications/296345-keefektifan-media-komunikasi-visual-seba-ce941b12.pdf>
- Wijaya, B. S. (2009). Iklan Ambient Media dan Pengaruh Modernitas Budaya Kmunikasi Dunia Barat. Program Studi Ilmu Komunikasi Universitas Bakrie. 1 (1). 108-115. Doi: 10.13140.

<https://repository.bakrie.ac.id/165/1/KOM-Artikel-011%20Iklan%20Ambient%20Media%20dan%20Modernitas%20Barat.pdf>
Yelp Inc. (2022, August 2). *Why is advertising important for small businesses?* Retrieved from
Yelp for business: <https://business.yelp.com/advertise/why-advertising-important-small-businesses/>