

The Influence Of E-Commerce Platforms On Market Expansion And Increasing The Product Range Of Small And Medium Enterprises

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ABSTRAK: E-commerce merupakan istilah yang digunakan untuk menggambarkan penjualan barang (produk) serta jasa (layanan) melalui media internet. Penggunaan E-commerce telah menjadi tren global dalam perdagangan dan bisnis modern. Dalam konteks Indonesia, e-commerce telah memberikan dampak yang signifikan terhadap Usaha Kecil dan Menengah (UKM). Penelitian ini bertujuan untuk menelaah tentang pengaruh platform e-commerce terhadap ekspansi pasar dan peningkatan jangkauan usaha kecil dan menengah. Metode deskriptif kualitatif dan eksploratif menjadi landasan untuk menjelajahi fenomena yang relevan dalam penelitian ini. Tinjauan literatur menjadi fondasi dalam pengumpulan data dan informasi yang mendalam. Berdasarkan penelitian yang dilakukan, terdapat hubungan yang linier antara keberadaan e-commerce dengan upaya yang dilakukan oleh para pelaku usaha kecil dan menengah dalam memasarkan dan menjual produknya secara daring. Dengan menggunakan platform e-commerce, usaha kecil dan menengah dapat memperluas jangkauan penjualan, meningkatkan konsumen, dan membuat konten mengenai penjualan produk yang lebih menarik di website dan media sosial.

Kata kunci: E-Commerce, Ekspansi Pasar, Usaha Kecil dan Menengah

ABSTRACT: E-commerce is a term used to describe the sale of goods (products) and services (services) through internet media. The use of E-commerce has become a global trend in modern commerce and business. In the context of Indonesia, e-commerce has had a significant impact on Small and Medium Enterprises (SMEs). This study aims to examine the influence of e-commerce platforms on market expansion and increasing the range of small and medium enterprises. Qualitative and exploratory descriptive methods become the foundation for exploring relevant phenomena in this study. Literature reviews become the foundation for the collection of in-depth data and information. Based on the research conducted, there is a linear relationship between the existence of e-commerce and the efforts made by small and medium businesses to marketing and selling their products online. By using e-commerce platforms, small and medium-sized businesses can expand sales reach, increase consumers, and create content about product sales that is more attractive on websites and social media.

Keywords: E-Commerce, Market Expansion, Small and Medium Enterprises

1. INTRODUCTION

E-commerce has become a global trend in modern commerce and business. In the context of Indonesia, e-commerce has had a significant impact on Small and Medium Enterprises (SMEs). The presence of e-commerce in Indonesia provides a significant

impetus for Small and Medium Enterprises (SMEs) in introducing their products or services more effectively and expanding market coverage to various regions in Indonesia. (Joseph, 2022)

SMEs substantially benefit from the existence of e-commerce, considering that the process of registering or opening stores on e-commerce platforms provides substantial benefits. With the presence of their products in e-commerce, product accessibility becomes easier by using the existing search feature. In addition, the presence of online stores on e-commerce platforms allows SMEs to be reached by e-commerce users across the region, simply by visiting their online store website. This allows SMEs to compete directly with large companies. (Economy *et al.*, 2021). SME products sourced from Indonesia often attract foreign nationals because they have their own uniqueness and attractiveness. With e-commerce, SMEs get help in promoting and conducting transactions internationally, expanding their market reach significantly.

Small and Medium Enterprises (SMEs) as one of the pillars of the Indonesian economy must be ready to face competition in the free market (Fabiana Meijon Fadul, 2019). In an increasingly closely linked global economy, e-commerce has promised significant changes in the business landscape, especially for Small and Medium Enterprises (SMEs). However, the increasing use of e-commerce is inseparable from various challenges that need to be overcome. A number of crucial factors include limited access still faced by some SMEs, lack of in-depth understanding of e-commerce strategy and management, and intensifying competition in the rapidly changing digital market realm. In this context, efforts to understand and overcome these challenges are essential for the survival and growth of SMEs in the growing e-commerce ecosystem.

Research related to the implementation of e-commerce in the context of Small and Medium Enterprises (SMEs) in Indonesia has revealed significant gaps in the literature (Sirodjudin & Sudarmiati, 2023). Although a number of studies have investigated the technical aspects of implementing e-commerce, a deeper emphasis on managerial dimensions, marketing, and socioeconomic impacts is still a focus that has not been fully explored. Therefore, there is a need for further research that integrates multidisciplinary perspectives to understand holistically the implementation of e-commerce in the context of SMEs in Indonesia. Thus, this literature gap highlights the importance of developing thorough research to fill knowledge gaps and enrich understanding of the implications of e-commerce for the growth and development of the SME sector in Indonesia.

Through a detailed analysis method of the cases presented, it is expected to reveal various optimal practices and obstacles that may be faced by the middle to lower enterprise (SME) sector in adopting an electronic business model. In addition, it is also expected that specific ideas can be considered to increase the adoption rate of e-commerce among SME entities.

The main objective of this case analysis is to provide a more comprehensive knowledge on the implications of *e-commerce* on the small and medium enterprises (SMEs) sector in Indonesia. Thus, it is expected to be able to provide valuable information for SME business people, related stakeholders, and academics who are interested in relevant fields.

The main focus of this study is a thorough analysis of the influence of e-commerce platforms on market expansion and increasing the product range of small and medium enterprises (SMEs), as well as identifying elements that have a significant role in determining the successful implementation of the concept. Meanwhile, an additional objective is to develop an operational guidance framework that is applicable to SME entities in adopting and optimizing the use of e-commerce with maximum efficiency.

This research is expected to make a real contribution in enriching the literature on e-commerce and SMEs. In addition, the findings produced from this case analysis are expected to provide a solid foundation for sustainable policy formulation, aiming to strengthen the growth and development of SMEs through the use and adjustment of e-commerce technology.

2. METHOD

2.1 Types of Research Methods

Qualitative research is a type of research that tends to use in-depth analysis and is descriptive (Wahyuni et al., 2022). Qualitative and exploratory descriptive methods become the foundation for exploring relevant phenomena in this study. Literature review becomes the foundation in the collection of in-depth data and information. Analysis of the possibilities, prospects, problems, roles, and impacts of Islamic social finance in empowering Indonesian society is carried out systematically and objectively. Through descriptive and exploratory analysis methodologies, these aspects are clearly outlined and critically researched to provide a deep understanding.

2.2 Data Sources

Research sources or also called data sources are the subjects from which data are obtained. It can also be interpreted as a person or object where researchers observe, read, or ask questions about certain information related to research problems (Rahmadi, 2011). There are two categories of data sources used in this study, namely primary data sources and secondary data sources. The primary data sources in this study come from journals, articles, and books relevant to studying the influence of e-commerce on market expansion and increasing the product range of small and medium enterprises. Meanwhile, secondary data sources in this study are used to complement and support primary sources by providing documentation and news about research issues.

2.3 Data Collection Methods

This research is a literature review and not an empirical investigation. In literature research, literature data that has been selected, traced, presented, and analyzed becomes a method of collecting research data. This research data comes from searching the literature for information whose contents require philosophical and theoretical processing. The results of the literature review need to be arranged systematically, logically, and topically based on their relevance to the research problem, then presented as an integral part of the research report (Kusumastuti & Khoiron, 2019). The data collection of this study was conducted by collecting literature on e-commerce and its impact on small and medium enterprises. Then, the information is selected, presented, reviewed, and processed to be concise and organized.

2.4 Data Analysis Techniques

This study used data analysis techniques and content analysis. Data analysis is an activity to organize, sort, group, code or sign, and categorize them so that a finding is obtained based on the focus or problem to be answered (Murdiyanto, 2020). After collecting data, it is evaluated to provide information, but only after it has been selected based on its dependencies. Content analysis in this study is used to scientifically analyze the information contained in a data message as analysis and comparison material to

examine e-commerce and its impact on small and medium enterprises so that the description and interpretation can be understood as a whole and thoroughly.

3. RESULT AND DISCUSSION

3.1 E-Commerce, Market Expansion, and Small and Medium Enterprises

E-Commerce

Etymologically, e-commerce refers to a combination of two words in English, namely "E" which stands for "*Electronic*" (electronic), and "*Commerce*" (trade). Therefore, e-commerce refers to the process of trading carried out through electronic media. In the context of business, e-commerce is a term that describes a model of transactions carried out online, representing a new form of business that is relevant in the era of the 21st century. (Hanim & MS. Noorman, 2018)

In the terminology of Law No. 11 of 2008, Article 1 paragraph 2 of the ITE Law, electronic transactions are explained as legal actions carried out using computers, computer networks, and funds or other electronic media. Thus, all buying and selling activities carried out through computer devices or smartphones can be classified as electronic transactions. Law No. 11 of 2008 which was formed in 2008 aims to anticipate technological advances and their utilization, especially in the context of business transactions, providing a legal basis and legitimacy for electronic transactions (e-commerce).

E-commerce is not just a service or product, but a combination of services and products. E-commerce and its related activities through the internet have the potential to be a driving force in boosting the domestic economy through liberalization of domestic services and accelerating integration with global production activities. E-commerce, by its nature that integrates domestic trade with international trade, has far-reaching implications not only in the realm of global trade but also in domestic regulation related to supervision, especially in the telecommunications, financial services, and distribution of goods and services sectors.

In general, e-commerce is used to refer to the process of selling products (goods) as well as services (services) with internet media. Although in the simplest sense, the creation of a website to promote products can be considered a form of "e-commerce", but in recent years, e-commerce has undergone significant development. E-commerce businesses now offer online store platforms that allow customers to access various products, place orders, choose shipping methods, and make payments through various methods such as ATMs, mobile banking, or credit cards.

Market Expansion

According to Enny Pudjiastuti and Suad Husnan, expansion is defined as an act of business growth that involves increasing capital and production capacity, including the addition of production units and the acquisition process with other business entities. The practice of encouraging economic activity and expanding corporate scope is known as expansion. (Nadya M.M, et al, 2023, in (Manullang et al., 2023))

Global expansion refers to a company's efforts to expand its operations into international markets. This step can be realized through various methods, such as establishing new sales offices, factories, or distribution centers abroad. Although risky, global expansion also has significant potential benefits. By entering new markets,

companies can access additional revenue sources, increase brand awareness, and gain a competitive advantage. This strategy can be implemented through a variety of initiatives, including the opening of sales offices, new manufacturing facilities, or overseas distribution centers.

It can be concluded that market expansion is a company's growth strategy in which the entity expands its market share by introducing new products or services to unexplored geographical areas or to new market segments that have not been reached before. This process often involves careful market analysis, consumer research, and the development of marketing strategies that match the needs and preferences of the intended market.

Small and Medium Enterprises

According to the Constitution of the Republic of Indonesia in 1945, which was later strengthened by the Decree of the People's Consultative Assembly Number XVI / MPR-RI / 1998 concerning Political Economy in the Context of Economic Democracy, the importance of empowering Micro, Small and Medium Enterprises (MSMEs) as an integral part of the people's economy that has a strategic position, role, and potential in achieving a more balanced, developing, and fair national economic structure is recognized. The definition of MSMEs was then determined through Law Number 9 of 1999, but due to the changing dynamics of development, this definition was changed through Law Number 20 of 2008 Article 1 concerning Micro, Small and Medium Enterprises, which stipulates the following criteria:

1. Small Business is an independent economic activity, carried out by individuals or business entities operating independently, without direct or indirect affiliation with medium or large companies. The business meets the criteria set out in legal regulations. Examples of small businesses include individual farms with labor, wholesalers and gatherers, artisans of food, furniture, household appliances, apparel, and handicrafts, as well as poultry farming and fisheries, as well as small cooperatives.
2. Medium Enterprises, on the other hand, are independent economic activities carried out by individuals or business entities that are not directly or indirectly related to small or large businesses. This medium-sized business has a net worth or annual income in accordance with applicable legal provisions.

So, it can be concluded that small business is a productive economic activity carried out independently by individuals or business entities that are not incorporated as subsidiaries or branches of medium or large enterprises, by meeting the criteria stipulated in the law. Meanwhile, Medium Enterprises are also productive economic activities that are carried out independently, but have a different amount of net worth or annual sales results from small businesses, in accordance with applicable regulations.

The characteristics of Small and Medium Enterprises can be easily seen from several aspects such as: market orientation, prospects of business owners, nature of employment opportunities within the company, organizational and management systems applied in the business, degree of mechanisms in the production process, sources of raw materials and capital, location of business premises, external relations, and aspects of entrepreneurs (Hanim & MS. Noorman, 2018).

Past Research

Previous studies by Habyba, Djatna and Anggraeni (2021) analyze e-commerce competition strategies on MSME products by focusing on aspects of affective quality.

Through the Multidimensional Scaling (MDS) approach, researchers mapped the position of MSME products in the realm of e-commerce. Analysis of consumer perceptions of MSME products indicates that several platforms such as Banyuwangi Mall, Sadewa Market I-Shop NTB, Ralali.com, and Krafie.com are considered to have high aesthetics according to respondents' responses. Nevertheless, the affordability aspect is still a concern, with some of those e-commerce platforms yet to be fully rated as affordable options compared to conventional players such as Shopee, Blibli, and Blanja.com.

Meanwhile, research conducted by Sugiarti, Sari and Hadiyat (2020) aims to increase the competitiveness of MSMEs through the right marketing strategy. In this effort, researchers propose an approach that integrates conventional and digital marketing media. A series of activities are carried out ranging from e-commerce platform analysis, registration, training, to monitoring and evaluating sales results through these platforms. The results show a significant increase in the number of transactions and products sold on online platforms such as Tokopedia, Bukalapak, Shopee, Lazada, and Blibli.

While research from Yusvita Aprilyan, Elin Erlina Sasanti and Isnawati (2022) trying to understand the impact of the use of e-commerce on increasing the income of Micro, Small and Medium Enterprises (MSMEs) in West Lombok District. Through a saturated sampling method, this study involved 70 MSMEs registered with the Cooperative Office and MSMEs of West Lombok Regency that have utilized e-commerce. The results indicate a positive and significant influence between the use of e-commerce and the increase in MSME income in the region.

This research has similarities with some of these studies that examine how e-commerce affects market expansion and increases the range of products of small and medium enterprises.

3.2 The Influence of E-Commerce Platforms on Market Expansion

To develop small and medium businesses, special marketing strategies are needed to improve business performance. Because marketing strategy is often one of the problems in maximizing sales. Like peelitian done by Marine *et al.* (2023) i.e. "*The Effect of Using Online Sales Platforms on MSME Development*" which shows that the use of online platforms such as Canva and Shopee can boost partner business revenue and competitiveness thanks to innovation both in terms of packaging and promotion.

Furthermore, research from Irawati and Prasetyo (2021) "*Utilization of E-Commerce Platform Through Marketplace as an Effort to Increase Sales and Maintain Business during the Pandemic (Study on Food and Beverage MSMEs in Malang)*" concluded that by joining e-commerce, there was an increase in sales above 50%, transactions per order of at least Rp50,000 – Rp100,000, and the frequency of transactions occurred every day. This shows the positive influence of the use of e-commerce for small and medium enterprises on market expansion.

E-commerce has dramatically changed the business landscape by allowing companies to reach customers around the world without significant geographical restrictions. With an e-commerce platform, companies can easily expand their market to new territories without having to build physical infrastructure such as stores or branch offices. This allows easier access for consumers in different locations to purchase products or services, which in turn increases sales potential and overall business growth.

E-commerce also facilitates users to expand the market through sophisticated data analysis. By using the analytics tools available on e-commerce platforms, companies can understand customer preferences and behavior better. This information allows companies to more effectively adjust their marketing strategies, target new markets, and develop products or services that fit the needs of potential customers in previously unexplored areas. Thus, e-commerce not only expands market reach, but also allows companies to make smarter and consumer-oriented decisions in their efforts to thrive and compete in an increasingly complex global marketplace.

3.3 The Influence of E-Commerce Platforms on Increasing Product Range

Research of Hariadi, Nurochani and Munandar (2022) entitled "*The Effect of E-Commerce on Sales Level at Omcoll Second Store*" shows that digital platforms and facilities simultaneously have a significant effect on sales volume. The research stated that digital platforms and facilities were able to influence sales volume by 38.3%, while the remaining 61.7% was influenced by other factors.

E-commerce has significantly increased the range of products by providing a platform that allows companies to offer a wide range of goods and services online. In the past, products might be limited to availability in physical stores or local distribution, but now with e-commerce, consumers can easily access products from different brands and sellers around the world. This not only gives consumers more choice, but also allows companies to expand their product lines without the same physical limitations as in traditional business models. E-commerce also facilitates product exploration and innovation by providing a more flexible platform for companies to test and introduce new products. With the relatively low cost of opening an online store compared to a physical store, companies can easily expand their product lines or even create new products to meet the growing market demand. This creates a more dynamic environment where product innovation can evolve faster, with consumers more easily finding and accessing new products that suit their needs and preferences.

3.4 The Effect of E-Commerce Platforms on Small and Medium Enterprises

Research from Muhammad Ikhsan and Muhammad Hasan (2020) "*Analysis of the Impact of Using E-Commerce in Increasing Sales Turnover of Micro, Small and Medium Enterprises in Makassar City*" Finding a positive impact on the use of e-commerce platforms, namely, free access to stores for 24 hours, offering security and ease of transactions, facilitating promotions so as to make communication with customers faster, being able to access the global market and being able to satisfy customer desires, and also of course can increase sales turnover. In the study, it was also found that e-commerce was able to increase sales turnover between 20-30%.

E-commerce has opened up new opportunities for small and medium-sized enterprises (SMEs) by providing access to previously hard-to-reach global markets. In the past, SMEs were often limited by their geographic location and operational scale, but with the advent of e-commerce platforms, they can now sell their products to customers around the world without having to have a physical store in each location. This not only increases sales potential, but also allows SMEs to grow and compete at the same level as large companies. In addition, e-commerce gives SMEs access to tools and technologies that previously might only have been available to large enterprises. For

example, e-commerce platforms provide analytics tools that help SMEs better understand customer behavior and market trends. This enables SMEs to take smarter strategic decisions in terms of marketing, stocking, and product development. Thus, e-commerce is not only changing the way SMEs operate, but also increasing their chances to thrive and succeed in this digital age.

3.5 The Influence of E-Commerce Platforms on Small and Medium Enterprises through Market Expansion and Increased Product Range

Research conducted by Prasetyo (2023) Regarding "*The Influence of E-Commerce in the Business World*" concluded that in the business world, e-commerce has a great influence. Many benefits can be taken by business people, including in terms of market expansion, increased sales, reduced operational costs, and ease of product promotion and marketing. In addition, e-commerce also provides opportunities for business people to develop new innovations, minimize environmental impacts, and in terms of increasing business competitiveness.

Technological innovations, such as artificial intelligence and data analytics are supporting the transformation of e-commerce in Indonesia. By adopting technologies like these, e-commerce platforms can help improve efficiency and drive the growth of small and medium-sized businesses.

E-commerce platforms influence market expansion and increase the product range of small and medium enterprises (SMEs) in Indonesia in various ways. Live streaming features, such as those provided help small and medium-sized businesses increase turnover and expand market reach. The map of e-commerce competition in Indonesia shows that live streaming is the main attraction that increases people's shopping activities as well as being the main strategy for local brands and small and medium enterprises in selling. E-commerce platforms allow small and medium-sized businesses to market their products more broadly without being limited by geographical restrictions, which helps increase revenue and growth. In addition, e-commerce platforms also allow small and medium enterprises to easily access global markets and sell their products abroad, which opens up business expansion opportunities and strengthens Indonesia's position in the international trade arena. E-commerce platforms have a positive influence on market expansion and increase the product range of small and medium enterprises (SMEs).

4. CONCLUSION

Technological innovations, such as artificial intelligence and data analytics are supporting the transformation of e-commerce in Indonesia. By adopting technologies like these, e-commerce platforms can help improve efficiency and drive the growth of small and medium-sized businesses. To develop small and medium businesses, a special marketing strategy is needed to be able to boost business performance. The map of e-commerce competition in Indonesia shows that live streaming is the main attraction to increase people's shopping activities as well as being the main strategy for local brands and small and medium enterprises in selling. Based on the research conducted, there is a linear relationship between the existence of e-commerce and the efforts made by small and medium businesses in marketing and selling their products online. By using e-commerce platforms, small and medium-sized businesses can expand sales reach,

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