

Analysis of The Influence of Limited Human Resources on Business Development in The Digital Era in Kedungjaran Village

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ABSTRAK: Pengembangan Usaha Mikro Kecil Menengah (UMKM) di era digital menjadi semakin penting seiring dengan berkembangnya teknologi informasi dan komunikasi. Penelitian ini bertujuan untuk mengeksplorasi peran sumber daya manusia dalam kemajuan UMKM, dengan fokus pada Desa Kedungjaran sebagai studi kasus. Melalui pendekatan kualitatif, data dikumpulkan melalui wawancara mendalam dengan pemilik UMKM, pekerja, dan tokoh masyarakat Desa Kedungjaran. Hasil penelitian menunjukkan bahwa sumber daya manusia memiliki peran yang signifikan dalam menggerakkan kemajuan UMKM di era digital. Namun, kurangnya kemampuan dan pengetahuan dalam menghadapi teknologi digital menjadi tantangan utama yang dihadapi oleh UMKM di desa tersebut. Oleh karena itu, penguatan keterampilan dan pengetahuan sumber daya manusia menjadi kunci dalam meningkatkan daya saing UMKM di era digital, serta mendorong pertumbuhan ekonomi di tingkat lokal.

Kata kunci: UMKM, Pemasaran Digital, SDM, Pelatihan.

ABSTRACT: The development of micro, small, and medium enterprises (MSMEs) in the digital era is becoming increasingly important, along with the development of information and communication technology. This research aims to explore the role of human resources in the progress of MSMEs, focusing on Kedungjaran Village as a case study. Using a qualitative approach, data was collected through in-depth interviews with MSME owners, workers, and community leaders in Kedungjaran Village. The research results show that human resources have a significant role in driving the progress of MSMEs in the digital era. However, the lack of ability and knowledge to deal with digital technology is the main challenge faced by MSMEs in this village. Therefore, strengthening the skills and knowledge of human resources is the key to increasing the competitiveness of MSMEs in the digital era, as well as encouraging economic growth at the local level.

Keywords: MSMEs, Digital Marketing, HR, Training.

1. INTRODUCTION

The development of society is currently increasingly rapid, especially due to advances in science and technology. As a result, the problems faced have become increasingly complex, and advances in science and technology affect various aspects of life, such as religion, social, cultural, political, and especially economic (Sulaeman, 2020). The rapid development of the Internet has had a big impact on industry, especially the field of Internet marketing, or what is usually called digital marketing (Redjeki & Affandi, 2021). Incorporating technology into marketing is critical to the survival of small businesses (Alford & Page, 2015). Especially in the era of increasingly sophisticated technology, the use of social media is the best choice to maintain business continuity

and remain competitive in the market (Abidin Achmad et al., 2020). However, many Micro, Small Medium Enterprise (MSMEs) face challenges and often fail in a short time. Therefore, the development of MSMEs requires attention and strategy so that they can develop. Online marketing strategies have a positive impact on increasing profits. One strategy to improve MSMEs is to use the right marketing media, namely a combination of offline (traditional) and online marketing media (Sugiarti et al., 2020).

It is known that the public does not follow digital developments, especially due to a lack of knowledge about digital marketing, and the majority of people still use print media as a promotional media tool (Susanti, 2020). Online marketing and social media marketing are just the icing on the cake. Most people have not utilized the full potential of digital tools and therefore have not received the full benefits of digital developments (Susanti, 2020). Kurniawan & Asharudin (2018) stated that not all people are able to shift their marketing patterns to digital marketing. Digital marketing makes it easier for marketers to monitor and meet the needs of all consumers and makes it easier for consumers to get the information they are looking for on the Internet (Umami & Darma, 2021). A marketer also needs to design a business plan to achieve results from digital marketing (Yasmin et al., 2015).

Sulaeman (2020) stated that with the development of time and technology, the community's economy must be able to follow the flow of technological developments to maintain its existence in running businesses and enterprises. However, in reality, people are only focused on small businesses (MSMEs), which are carried out offline without even the help of technology, whereas nowadays many people prefer to shop online rather than having to shop directly offline. So, it is difficult for people to develop effective businesses. Basically, there is a strong desire in society to utilize technology in marketing. However, the use of this technology has been less successful due to the problems faced by society (Alford & Page, 2015). The reason the use of digital marketing is not yet optimal is due to the low educational component and lack of knowledge about the internet, developments, and technology.

Several suggestions and social implications related to this problem can be identified. People should consider using online marketing as an addition to the traditional marketing strategies they implement (Cant & Wiid, 2016). Meanwhile, the importance of business development through organizing training programs can help take advantage of digitalization opportunities (Taiminen & Karjaluoto, 2015). This point also emphasizes the importance of support from the government to ensure the success of digitalization initiatives in society. Specifically, for business development in society, it is necessary to adjust marketing patterns by business actors in accordance with technological developments and advances in society in order to survive (Kurniawan & Asharudin, 2018). Efforts are needed to awaken the entrepreneurial spirit among the community through education, providing marketing support to MSMEs, and making improvements to communications infrastructure (Sony Hendra Permana, 2017). Referring to various literature, training in the use of digital marketing is very important for MSME players.

The conditions and problems faced are similar to those in Kedungjuran Village, Sragi District, and Pekalongan Regency. In Kedungjuran Village, there are several MSMEs that are still operating today. MSMEs in Kedungjuran Village can be divided into producer businesses and trading businesses. Most of them focus on the food sector, while there are also those who operate in other fields such as Muslim clothing, convection, and crafts. Business actors (MSMEs) in Kedungjuran Village face the challenges of environmental change, especially in the digital era. They experience several obstacles due to their limited knowledge and skills in using technology and managing business online. Business actors find it difficult to market and develop the businesses they are

involved in. This challenge is increasingly exacerbated by business competition with immigrant business actors in Kedungjuran Village who are more advanced because they apply technological innovation more effectively in their business operations.

Based on this context, the problem formulation in this research is: How can MSMEs in Kedungjuran Village develop technology-based businesses so they can compete with new online businesses? This is because MSMEs in Kedungjuran Village are still lacking in implementing digital marketing. Meanwhile, the objectives of this research are: 1) identifying the use of marketing media in MSMEs in Kedungjuran Village, Sragi District; and 2) describing technology-based business development efforts in Kedungjuran Village MSMEs through digital marketing training.

MSMEs in Kedungjuran Village, Sragi District, are still lacking in implementing digital marketing to promote their businesses due to a lack of knowledge about digital marketing. Therefore, it is important to carry out this research in order to increase the understanding of the community in Kedungjuran Village regarding the magnitude of the influence of digital marketing on MSMEs. The public needs to follow the development of social media technology, which is in line with increasingly sophisticated technological advances, so that they can utilize it effectively in developing and marketing the products or services they produce.

2. METHOD

This research applies a qualitative approach to collect descriptive data consisting of words and notes related to meaning, value, and understanding. This approach can make it easier for researchers to gain knowledge regarding the impact of limited human resources on business development in Kedungjuran Village, which will ultimately lead them to the conclusions they want to reach (Kumala, 2022). This research aims to explain narratively and exploratively the impact of limited human resources on business development in Kedungjuran Village. Apart from that, with a qualitative approach, it is hoped that solutions to limited human resources can be revealed so that MSMEs in Kedungjuran Village can develop. The method used is interactive qualitative to collect data with the aim of assessing the level of knowledge and depth of application of digital marketing by MSMEs in Kedungjuran Village in order to strengthen the sustainability of their businesses.

Sources and types of data include two sources, namely: 1) Primary data Namely, data obtained directly from primary sources in the form of views, thoughts, aspirations, actions, and words (Hanim et al., 2022). This type of data provides direct information or information regarding everything related to the research object, which is obtained directly through the field in the form of words and actions by means of in-depth interviews. Interviews were conducted with MSME business actors in Kedungjuran Village. 2) Secondary data Specifically, library materials that contain information about primary materials. What is used in this research includes books, literature, theses, dissertations, papers, research reports, the internet, and so on related to MSMEs.

A research place is a location where data and information are obtained in order to state the truth of research so that it will later be useful to support the achievement of the research objectives. Determining the research location was carried out deliberately. The research location is MSME Business Actors in Kedungjuran Village, Sragi District, Pekalongan Regency, Central Java.

3. RESULT AND DISCUSSION

3.1 Theoretical Basis for The Influence of Human Resources on MSMEs in The Digital Era

Education is one of the most important things in human life to explore individual potential and improve the quality of human resources (HR) (Zulkipli, 2022). Human resources are the main and most crucial element in every activity. Without active involvement from HR, the use of sophisticated media and equipment will not provide significant benefits (Zulkipli, 2022). The importance of human resources greatly influences the progress of MSMEs, especially because many aspects have shifted to the digital realm, especially marketing via the internet or digital marketing.

Micro, small, and medium enterprises (MSMEs) are business activities that have the potential to increase the number of jobs and provide equitable economic services to the community (Hanim et al., 2022). MSMEs can play a role in promoting the process of equalizing and increasing people's income, encouraging economic growth, and participating in creating national stability (Hanim et al., 2022). To advance and develop MSMEs, an important factor is a planned and effective marketing strategy.

Marketing is a system of business activities created to plan, set prices for products and services, advertise, and distribute goods that fulfill consumer desires to achieve company goals (Sundari & Lestari, 2022). In the world of entrepreneurship, creativity and innovation in marketing products or services are essential. Without a mature and reliable marketing strategy, the risk of business failure can increase, especially considering the shift from conventional models to the digital era that is currently occurring, especially in digital marketing.

Digital marketing is a marketing activity that aims to promote products to consumers and encourage potential buyers to use company products and services via social media (Lady et al., 2023). According to Sundari & Lestari (2022), digital marketing is defined as marketing activities, including branding, that use various media. Changes in marketing strategy have become more modern, starting with the use of digital technology and the application of new theories and concepts. They are now more focused on the integration between technology and more effective marketing concepts.

3.2 Literature Review on The Influence of Human Resources on MSMEs in The Digital Era

Previous research served as a guide for researchers in carrying out research, which ultimately contributes to the development of the theory applied in this research. Although there is no previous research with a title identical to this research, the researcher looked at several other studies as references to enrich the framework of this research. Several journals that are relevant to the research topic are also used as a basis for enriched the literature in this research.

In research conducted by Elisa Susanti in 2020 with the title "Digital Marketing Training in Technology-Based Business Development Efforts for MSMEs in Sayang Village, Jatinangor District," which discusses the problems faced by MSMEs in Sayang Village (Susanti, 2020). Results from the research include: 1) Fostering an entrepreneurial spirit and providing inspiration from successful online businesses; 2) Experience sharing sessions; and 3) Development of technology-based businesses in MSMEs in Sayang Village through digital marketing training, including the use of services such as Grab Food and Go Food.

Other research relevant to this research topic was also found in research conducted by Sri Sundari and Herwiek Diyah Lestari in 2022 with the title "Digital Marketing in Entrepreneurship". This research discusses business management through digital marketing for MSME players (Sundari & Lestari, 2022). The results of this research include 1) supporting business continuity and increasing sales; 2) reaching a wider market; and 3) understanding entrepreneurship through the nature and benefits of digital marketing in supporting business continuity.

The research carried out has the same focus, namely both researching issues related to marketing and the application of technological skills to improve the progress of MSMEs. Both this research and previous research show interest in how marketing aspects and mastery of technology can play a role in developing MSMEs. This similarity in focus reflects awareness of the importance of technology integration in marketing strategies to support the growth and sustainability of MSMEs.

3.3 Understanding Digital Marketing Strategy

Most MSMEs in Kedungjuran Village still use mobile phones to carry out their operations. The majority of marketing is limited to social media platforms such as WhatsApp and Facebook, with only a few utilizing e-commerce platforms. In fact, there are many business people who don't use social media at all. However, the dominant marketing is done offline, such as through stalls, carts, or direct visits to consumers.

Researchers also identified the use of information and communication technology in MSME marketing activities in Kedungjuran Village through interviews with a number of MSMEs. Based on an interview with one of the MSMEs operating in the fashion sector, it was found that the promotional and marketing media used were Facebook and WhatsApp. Business owners tend to rely on these two media and have not utilized e-commerce media platforms. Obstacles faced include a lack of understanding regarding the use of e-commerce media. However, this business owner has tried using Shopee and TikTokShop, but it is not working due to his limited skills in using these applications.

There are also MSMEs that have not used technology in marketing at all. This condition is faced by many MSMEs in Kedungjuran Village, so marketing is carried out more in traditional or offline ways. Like MSMEs that are engaged in the production of cakes and food, it is known that they do not use digital marketing media. Their business is better known locally by the local community because of the reputation that has been built in the area. Business owners do not use digital marketing media and do not have a strategy to improve their business using technology because they are hampered by competence in using technology. Business owners, like other food business owners in Kedungjuran Village, tend to pay less attention to technological development because the products they produce are usually based on orders. One of the obstacles they face is in food packaging, because they need to ensure the food is packaged well so that it doesn't spoil quickly when sent. out of town.

3.4 Human Resource Development

This research emphasizes how important education is to building human resources with character in an era of disruption. Education has a vital role in developing individuals who have high character and skills and who will become useful assets in the changes and disruptions that are currently occurring (Martaningtyas, 2023). Education helps develop individual skills and abilities, which will give individuals the strength to adapt to the changes occurring in the digital era.

Character building and continuous education are the keys to facing change and disruption in digital business. The era of disruption requires individuals who have high

character and skills, which will help them adapt to the changes that occur. Continuing education will help improve individuals' skills in using information technology and social media, which will help them improve the MSME sector. This article emphasizes that education can help improve social media management and the use of information technology to improve the MSME sector. Education will help individuals develop the skills needed to use social media and information technology effectively and efficiently (Martaningtyas, 2023). With good education, MSMEs will be able to use social media and information technology to promote their products and services, helping them grow their businesses.

The majority of MSME entrepreneurs in Kedungjuran Village have limited educational backgrounds, namely elementary and middle school graduates. This condition makes them face significant challenges in adapting to the shift towards the digital era, which is increasingly evenly distributed in various sectors. Their limited formal education causes difficulties in understanding and adopting new technologies and digital business practices that are increasingly dominant in the current economic environment.

These educational limitations may also impact their ability to utilize digital tools to promote their business and manage daily operations more efficiently. A lack of understanding of social media, online marketing, and e-commerce can make them lag behind in terms of increasing their market visibility and reach, which in turn can hinder the growth and sustainability of their business (Sundari & Lestari, 2022). Therefore, efforts are needed to provide additional training and education to MSME actors in Kedungjuran Village so that they can overcome these limitations. Training programs specifically designed to improve their understanding of digital technology, online marketing, business management, and other relevant skills can help them adapt to ongoing changes and increase their competitiveness in an increasingly complex digital economy.

The findings of this research are in line with the results of other studies, which highlight the urgency of developing human resources (HR) in the context of digital business. For example, research conducted by the Riau Province Human Resources Development Agency shows that online administrator leadership training can improve the leadership abilities of managerial officials after attending the training (Zam, 2022). These findings underscore the importance of investing in employee training and development to increase HR capacity in various sectors, including small and medium businesses (MSMEs) in the digital marketing era.

3.5 Risk of being left behind by competition

Limited human resources in business development in the digital era have the potential to cause the risk of being left behind in competition with competitors who have better abilities in adopting digital technology (Sundari & Lestari, 2022). Business actors in Kedungjuran Village who are unable to keep up with developments in digital technology effectively may find it difficult to maintain their relevance and competitiveness in a market that is increasingly digitally connected.

In a business environment that is increasingly integrated with digital technology, competitors who are able to utilize this technology effectively can have a significant competitive advantage (Kumala, 2022). They may be able to offer products and services that are more innovative, efficient, and responsive to market needs. Meanwhile, business actors in Kedungjuran Village who do not have adequate access to digital technology or the skills needed to manage it may be left behind in terms of dealing with changing market demands and increasing customer satisfaction.

Being left behind in competition can have a negative impact on the growth and continuity of businesses in Kedungjaran Village. They may lose market share to competitors who are better able to keep up with technological trends and offer more modern solutions. In addition, difficulties in competing digitally can also cause a decrease in revenue and profitability, as well as increase the risk of bankruptcy.

Therefore, greater efforts are needed to help business actors in Kedungjaran Village overcome the risk of being left behind in competition with competitors who are more capable in terms of digital technology. This includes investment in training and development of digital skills, providing access to adequate technological infrastructure, as well as support from the government and related parties to facilitate the adoption of digital technology in their businesses (Kumala, 2022). In overcoming this risk, it is hoped that business actors in Kedungjaran Village can be better prepared to face challenges and take advantage of opportunities in the increasingly developing digital era.

3.6 Lack of access to resources and training

Kedungjaran Village experiences limited access to resources and training that are important for improving digital skills. A lack of technological infrastructure and a lack of training programs focused on business development in the digital era can be significant obstacles for business actors there (Lady et al., 2023). This can be a real obstacle in their efforts to improve their ability to face the challenges and opportunities that arise in the digital era.

Limited access to resources includes the limited availability of hardware and software needed to effectively adopt digital technology (Shynta & Astuningsih, 2021). Limited telecommunications infrastructure and internet access can also make it difficult for business actors to connect with online resources needed to expand networks and access important information (Shynta & Astuningsih, 2021). In addition, the lack of special training programs tailored to business development needs in the digital era can limit business actors' opportunities to improve their skills (Susanti, 2020). Appropriate and targeted training is essential to help them understand digital technology, online marketing strategies, data management, and other skills needed to succeed in an increasingly digitally connected business environment.

Lack of access to resources and training can cause lagging behind in business development in the digital era (Fadilah et al., 2021). Without adequate access to the necessary resources and training, business actors in Kedungjaran Village may find it difficult to optimize their business potential and compete with more technologically advanced competitors (Lady et al., 2023). This can hinder economic growth and create inequality in business opportunities in the village. Therefore, greater efforts are needed to increase access to relevant resources and training so that business actors can be successful in facing the challenges and opportunities in the digital era. These findings support previous research that shows that developing human resource potential through social media communication technology can be carried out in various environments, including villages. By empowering village communities to receive training on social media, they can improve the village economy and increase the potential of their human resources.

4. CONCLUSION

This research increases understanding of the significance of the role of human resources (HR) in developing businesses in the current digital era, especially in supporting the progress of the micro, small, and medium enterprises (MSME) sector

through social media platforms. The main conclusion from this research is that developing human resources that suit the needs of the digital era is very important for business success on social media.

The factor that influences the low adoption of digital marketing in Kedungjuran Village MSMEs is information technology mastery, which includes perceptions about ease of use, information technology security, readiness of MSME actors, human resources, and limited knowledge. The role of human resources has a significant impact on the progress of MSMEs in facing the digital era. This shows that individual skills, knowledge, and abilities in utilizing technology and digital strategies are key factors in advancing MSMEs in the digital age. Without adequate skills and knowledge in dealing with digital technology, MSMEs in Kedungjuran Village will experience difficulties in developing, thereby risking being left behind in this increasingly digital business competition.

Based on the results of research regarding limited human resources in the development of MSMEs in Kedungjuran Village, it shows the need for efforts to increase access to digital education and training so that local MSMEs can develop, both through government programs and collaboration with private parties and non-profit institutions. Apart from that, the importance of adequate technological infrastructure support also needs to be considered to ensure business actors have sufficient access to adopt digital technology in their business operations. In overcoming these limitations, it is hoped that business actors in Kedungjuran Village can be better prepared to face challenges and take advantage of opportunities in the increasingly developing digital economy.

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