

MARKETING DIGITALIZATION AND ITS IMPACT ON GENERATION X MSMEs TOSARAN VILLAGE, PEKALONGAN

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ABSTRAK: Digitalisasi telah menjadi faktor penting dalam perekonomian Indonesia, terutama bagi Usaha Mikro, Kecil, dan Menengah (UMKM). Di Desa Tosaran, UMKM generasi X, yang dominan bergerak dalam industri konveksi pakaian, menghadapi tantangan dalam mengikuti tren digitalisasi marketing. Penelitian ini bertujuan untuk mengeksplorasi dampak digitalisasi marketing pada UMKM generasi X di Desa Tosaran, serta menemukan kendala yang dihadapi dan merumuskan resolusi serta peran kolaborasi antara pelaku UMKM, pemerintah, dan platform digital dalam mendukung digitalisasi. Pendekatan kualitatif deskriptif digunakan dengan mengumpulkan data melalui observasi langsung dan wawancara dengan pemilik UMKM. Hasilnya menunjukkan bahwa digitalisasi marketing memberikan dampak positif pada UMKM namun dihadapi oleh kendala seperti rendahnya pengetahuan digital dan kesulitan dalam mencari konsumen baru secara online. Resolusi yang disarankan melibatkan penyediaan pelatihan literasi digital, investasi infrastruktur teknologi, dan pengembangan strategi pemasaran yang relevan. Kolaborasi antara pelaku UMKM, pemerintah, dan platform digital menjadi kunci dalam menciptakan ekosistem yang mendukung digitalisasi UMKM. Dengan menerapkan saran-saran ini, UMKM generasi X di Desa Tosaran dapat memanfaatkan potensi digitalisasi marketing untuk meningkatkan daya saing dan pertumbuhan bisnis mereka dalam era digitalisasi saat ini.

Kata kunci: Digitalisasi Marketing; UMKM; Generasi X; Desa Tosaran

ABSTRACT: Digitalization has become a crucial factor in Indonesia's economy, especially for Micro, Small, and Medium Enterprises (MSMEs). In Tosaran Village, Generation X MSMEs, predominantly engaged in the clothing manufacturing industry, face challenges in keeping up with digital marketing trends. This study aims to explore the impact of digitalization on Generation X MSMEs in Tosaran Village, identify the challenges they face, and formulate resolutions, as well as the collaborative role of MSME stakeholders, government, and digital platforms in supporting digitalization. A descriptive qualitative approach was employed, collecting data through direct observation and interviews with MSME owners. The results indicate that digital marketing has a positive impact on MSMEs but is hindered by challenges such as low digital literacy and difficulties in acquiring new online customers. Recommended resolutions involve providing digital literacy training, investing in technology infrastructure, and developing relevant marketing strategies. Collaboration among MSME stakeholders, the government, and digital platforms is crucial in creating an ecosystem supportive of MSME digitalization. By implementing these recommendations, Generation X MSMEs in Tosaran Village can harness the potential of digital marketing to enhance their competitiveness and business growth in the current era of digitalization.

Keywords: Digitalization Marketing, MSMEs, Generation X, Tosaran Village

1. INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are an important component of the Indonesian economy. MSMEs, including micro-enterprises, account for 99% of the total businesses in the country and contribute significantly to job creation (Capri, 2017). In Central Java, the number of MSMEs has increased from year to year, in 2023 it will reach 184 thousand MSMEs. The number of MSMEs is dominated by the processing industry sector, especially fashion which amounts to 10.070. Similarly, MSMEs in Pekalongan Regency totaled 1.909. Where micro enterprises in the fashion sector number 2,562 (DINKOP UMKM JATENG, 2023). One of the regions that contributes the most MSMEs to the fashion sector is Kedungwuni District. This is evidenced by the number of people who work as entrepreneurs is 7.357, this number is the highest compared to other sub-districts. The majority of MSME players in this region, including Tosaran Village, are engaged in the clothing convection business. Tosaran Village is a village located in Kedungwuni District, where the north is bordered by Kwayangan Village, the east is Pajomblangan Village, the west is bordered by Pakisputih Village, and the south is bordered by Langkap Village. Tosaran Village has MSMEs that are engaged in convection, such as the production of shirts, women's Muslim clothing, and others.

The last decade has observed the rapid globalization of economic activities and this globalization process has increased the importance of cross-border cooperation in terms of innovation. Globalization proves to be a boon in the more efficient allocation of resources as well as providing a superior competitive position for organizations and lowering operational costs (Mukherjee, 2018). Massive changes to the digital economy have driven the evolution of Indonesia's digital ecosystem. Thus, this requires efforts to adapt MSMEs to survive and seize digital opportunities (Crupi et al., 2020).

Digital marketing is any marketing activity that relies on internet platforms to reach target consumers. More than just utilizing the internet, digital marketing includes various strategies to promote products or services, whether specifically mentioned such as i-marketing, web marketing, online marketing, e-marketing, or e-commerce (Galuh, 2020). In the ever-growing digital era, the role of digital marketing is becoming increasingly important along with technological advancements. Through the utilization of digital technology, digital marketing allows businesses to plan and implement effective marketing strategies, both to attract new consumers and retain existing customers (Subroto et al., 2021). One highly relevant aspect of digital marketing is the use of social media. By utilizing platforms such as Facebook, Instagram, Twitter, and LinkedIn, businesses can develop strategies to expand their consumer network and increase their competitiveness in the market. As such, digital marketing is not just about increasing visibility online, but also about building strong relationships with consumers through active interaction on various digital platforms (Digdowiseiso & Ria, 2023). In this context, digital marketing is not only a tool to market products or services effectively, but also a means to face the challenges and opportunities posed by digital transformation in the business world. According to Laksana and Dharmayanti (2018), indicators in measuring digital marketing effectiveness can be divided into several categories, namely: interactive, insentive program, site design, cost. These indicators help in evaluating the extent to which digital marketing campaigns are effective in attracting consumers' attention, influencing purchasing decisions, and building positive relationships between companies and consumers. By understanding and measuring these aspects, companies can improve their digital marketing strategies to achieve their desired business goals.

Digital technology is widely regarded as one of the most powerful contributing factors in entrepreneurship, greatly influencing processes and outcomes (Nambisan, 2017). This has led to an increase in the number of MSME players in Tosaran Village who carry out digital marketing strategies in the marketplace. Micro, small and medium enterprises are small-scale forms of people's economic activities that meet the criteria of net worth or annual sales proceeds and ownership as stipulated in the law (Hamdani, 2020). MSMEs are productive businesses owned by individuals or business entities that already have criteria as micro enterprises. Micro, Small and Medium Enterprises (MSMEs) have a very important role in a country's economy. MSMEs not only play a role in creating jobs, but also contribute to the process of equitable distribution and increasing people's income (Fidela et al., 2020). In addition, MSMEs are also a driver of economic growth and play a role in realizing national economic stability. The performance of MSMEs can be seen from the work of individuals who adjust to their roles in the company, and are linked to certain standards or values that have been set by the company (Pratama, 2022). Performance indicators for Micro, Small and Medium Enterprises (MSMEs) can be seen from several aspects, including sales growth, customer growth, profit growth (Rapih, 2015). By monitoring and analyzing performance indicators such as sales growth, customer growth, and profit growth, MSMEs can evaluate their business performance and identify areas for improvement to achieve long-term success.

However, not all business actors in Tosaran Village have sufficiently broad technological knowledge, especially MSMEs represented by generation X. Generation X MSMEs sell their products more directly in the market and through hand-to-hand distribution. As a result, marketing is less effective, which can affect profits and business sustainability. Generation X born between 1961 and 1976 is the first generation to grow and develop in the era of personal computers and the information society. They are a generation that has undergone changes in information technology from the beginning. In Indonesia, Generation X is included in the category of the middle generation born when information technology was just starting to develop (Wijayanti, 2021). Generation X's life experiences also include key events such as the Challenger disaster, developments in technology and personal computers (PCs), as well as changing gender roles in the family (Nuritasari & Arwiyah, 2019). In addition, Generation X is often considered a generation that has great responsibilities and mature attitudes, even though they are still at a young age or adolescence. They are used to taking risks after doing careful calculations in advance, and are not easily intimidated by authority or power (Kusmayati, 2018). This mindset and attitude form a generation that is independent, courageous in making decisions, and has high resilience in facing challenges. Generation X also has values such as independence, hard work, and assertiveness in pursuing their life goals. With these unique experiences and characteristics, Generation X plays an important role in shaping culture and society in the ever-evolving age of information and technology.

The digitization of MSMEs has been widely documented in the literature. The results of previous research on the digitalization of MSMEs in general are interrelated, including: (i) Managing the process of digitizing SMEs from conventional business transactions to digital-based (Kääriäinen et al., 2020); (ii) Application of Internet technology for commercial transactions, business processes, and production (Kumar et al., 2022); and (iii) SMEs going global through digital platforms (Jackson & Ahuja, 2016). Research to determine the Impact of Marketing Digitalization on the Competitiveness of SMEs (Novia et al., 2022); Observing the Impact of Digitalization for MSMEs After the COVID-19 Pandemic (Vhikry & Mulyani, 2023).

Previous research highlighted the importance of digitalization in marketing strategies for generation X Micro, Small and Medium Enterprises (MSMEs). Digital-based marketing strategies are an urgent need in the era of digitalization to achieve business

goals more effectively and efficiently (Septira et al., 2022). However, the use of digital marketing is still not widely realized by generation X MSME players, especially those aged 35 years and over. This research shows that most MSME players feel the benefits of digital marketing, especially through social media application. This shows that generation X has adapted to today's technology and is able to overcome the various challenges faced. Other research conducted by Setiawati (2017) emphasizes the importance of online marketing for MSMEs in increasing profits. The results of this study show that online marketing strategies have a positive influence on increasing MSME profits. This shows that generation X MSMEs can utilize the internet as an effective online marketing tool to expand market share and increase revenue.

In addition, Adjeng et al., research (2018) shows that the application of information technology, especially in improving the quality of products and services, has a positive impact on customer satisfaction and the competitiveness of MSMEs. This research emphasizes the importance of focusing on product quality, service, and price as important factors in increasing customer satisfaction and increasing the competitiveness of MSMEs. Recent research by Suhedi (2024) highlight the potential of MSMEs to support local economic growth through digitalization. This research shows that MSMEs in Pontianak City, West Kalimantan, have great potential to increase productivity and competitiveness by utilizing digital technology. This shows that generation X MSMEs can play an important role in driving the local economy through digitalization.

Overall, these studies show that digitalization of marketing is an important key for generation X MSMEs in increasing their competitiveness and business growth in the current digitalization era. However, despite the contributions of these studies, to date, there is no research that focuses on the problems of generation X MSMEs.

In essence, MSMEs need a strategic plan to further increase business productivity in order to compete in the long term in uncertain market conditions. One strategy to increase sales is to improve business performance so that sales can continue to grow. The better the performance of the business, the more direct the effect on business sustainability. MSMEs should continue to innovate products, improve the quality of their products and services, and build a brand image that is in accordance with their business identity (Bianchi & Abu Saleh, 2020). In addition, it would be nice if millennial MSME players also taught about the latest technology to generation X MSME players. Those who are more senior are also expected not to hesitate to ask about the latest updates in the business world.

The issue of digitalization is still widely discussed in this time of technological development. Departing from this assumption, this research seeks to examine how much impact marketing digitalization has on generation X MSMEs, where the largest number of MSME players are dominated by generation X. In addition, MSMEs pioneered by seniors or the older generation have experienced various changes in the times in running their businesses, such as technological developments, different environmental and community conditions.

This study aims to investigate the impact of marketing digitalization on generation X MSMEs, the results of this study will contribute to realizing and accelerating the digitalization of MSMEs in Indonesia. The specific question of this research study is how can we leverage the digital MSME ecosystem to accelerate the digitalization of MSMEs in Indonesia? These questions are as follows: (i) How is the impact of marketing digitalization on MSMEs in Tosaran Village? (ii) What are the obstacles faced by generation X MSMEs in marketing digitalization? (iii) What are the resolutions to implement marketing digitalization for generation X MSMEs in Tosaran Village? The benefits of this research are expected to increase knowledge of the importance of digital marketing in the era of technological advances so that business actors can run their

businesses effectively and efficiently and be able to create creative and innovative products.

2. METHOD

This research uses a qualitative approach to explore a deep understanding of the impact of marketing digitalization on generation X MSMEs in Tosaran Village. This approach allows researchers to document phenomena that occur in detail and describe characteristics and patterns that emerge in a given context. The source of data in this study came from direct observation and interviews with generation X MSME owners in Tosaran Village. Direct observation is carried out to understand the situation and conditions of the local market and existing marketing practices. Meanwhile, interviews were used to get perspectives and direct experience from MSME players about the impact of digitalization on their businesses. The main data collection method used was interviews. Interviews are conducted using pre-compiled question guides to ensure that relevant and important topics are covered comprehensively. Interviews are conducted face-to-face or over the phone, depending on respondents' availability and preferences. The data analysis techniques used in this study involve the transcription of interviews, grouping themes or patterns that emerge, and creating descriptive narratives about the findings. The analysis was carried out manually by paying attention to similarities and differences in respondents' responses and looking for patterns relevant to the research objectives. The results of the analysis are then used to formulate conclusions and suggestions relevant to the research context.

3. RESULT AND DISCUSSION

3.1 The Impact of Marketing Digitalization on MSMEs in Tosaran Village

In Tosaran Village, digitalization has had a significant impact on the marketing of Micro, Small and Medium Enterprises (MSMEs), especially for generation X. The results of observations and interviews show that business competition is getting tighter along with changes in consumer behavior. Generation X MSMEs in Tosaran Village face challenges in distributing their products, where most products are still distributed directly to modern and traditional markets. However, the downward trend of consumer interest in shopping in conventional markets and switching to online shopping platforms has caused a decrease in business profits for MSMEs in the village.

The concept of marketing digitalization is becoming relevant in the face of these changes. Digital marketing, which includes various marketing strategies using internet platforms, provides solutions for MSMEs to expand their market reach and increase their competitiveness. Previous research has underlined the importance of digital-based marketing strategies for generation X MSMEs. The use of digital marketing is a must in the era of digitalization to achieve business goals more effectively and efficiently (Septira et al., 2022). However, awareness of the importance of digital marketing still needs to be increased among MSME players, especially generation X.

Online marketing has a significant positive impact on increasing MSME profits (Setiawati & Widyartati, 2017). MSMEs also have great potential for supporting local economic growth through digitalization (Suhedi & Alfarisi, 2024). This finding provides an optimistic view that generation X MSMEs in Tosaran Village have the opportunity to play an important role in driving the local economy through the use of digital technology. In addition, the importance of focusing on product quality, service, and price in increasing customer satisfaction and MSME competitiveness (Adjeng et al., 2018). This underlines

that MSMEs in Tosaran Village need to pay attention not only to digital marketing strategies, but also to other aspects related to the quality of their products and services.

Thoroughly, the digitalization of marketing has great potential to help generation X MSMEs in Tosaran Village overcome the challenges of increasingly fierce market competition. By utilizing digital-based marketing strategies, MSMEs can expand their market share, increase business profits, and support local economic growth.

3.2 Obstacles Faced by Generation X MSMEs in Marketing Digitalization

Based on the results of observations and interviews conducted, there are several obstacles faced by generation X MSMEs in Tosaran Village in adopting marketing digitalization. One of the main obstacles is their low knowledge about digital marketing. Generation X MSME players tend to have limitations in understanding and applying digital marketing concepts because many of them already have a more senior age. This makes it difficult for them to learn and understand new concepts in digital marketing. As a result, they may lack confidence or be unconfident in adopting a digital marketing strategy for their efforts.

In addition, another obstacle faced by generation X MSMEs is the challenge in finding new consumers when switching to online marketing. Most MSME players have relied on traditional and modern markets in distributing their products. However, with the decreasing trend of consumer interest in shopping in conventional markets and switching to online shop platforms, MSMEs in Tosaran Village feel the need to adapt to this change. However, finding and attracting new consumers online requires extra effort in understanding digital consumer behavior as well as using appropriate marketing strategies.

In the context of theory, digitalization of marketing is important because it offers solutions to overcome the obstacles faced by generation X MSMEs. Digital marketing includes various marketing strategies using internet platforms, such as social media and e-commerce, which allow MSMEs to expand market reach and increase their competitiveness. Theories that support the importance of digitalization of marketing, show that digital marketing is an urgent need in the era of digitalization to achieve business goals more effectively and efficiently (Septira et al., 2022).

Previous research, such as that conducted by Setiawati (2017) and Suhedi (2024), shows that online marketing has a positive impact on increasing MSME profits and supporting local economic growth through digitalization. This finding provides empirical support that digital-based marketing strategies can help generation X MSMEs to increase income and play a role in driving the local economy. In addition, it is important to focus on the quality of products, services, and prices in increasing customer satisfaction and MSME competitiveness, thus strengthening the argument that MSMEs need to pay attention to these aspects in adopting marketing digitalization (Adjeng et al., 2018).

Thus, marketing digitalization has great potential to help generation X MSMEs in Tosaran Village overcome the challenges of increasingly fierce market competition. By utilizing the right digital-based marketing strategy, MSMEs can expand their market share, increase business profits, and support local economic growth. However, awareness of the importance of digital marketing needs to be increased among generation X MSME players, and they need to pay attention not only to digital marketing strategies, but also other aspects related to the quality of their products and services.

3.3 Resolution to Implement Marketing Digitalization for Generation X MSMEs in Tosaran Village

The results of observations and interviews regarding the resolution to implement marketing digitalization for generation X MSMEs in Tosaran Village highlight several challenges faced by micro, small and medium enterprises (MSMEs) in adopting digital

marketing strategies. Some of the key findings include low digital knowledge and skills among generation X MSME players, a lack of access to adequate digital technology and infrastructure, and a distrust of the effectiveness of digital marketing as a tool to expand market reach and increase sales.

In this context, the theory of marketing digitalization becomes relevant to help understand how the implementation of digital marketing strategies can benefit generation X MSMEs. Digital marketing allows business people to plan and implement effective marketing strategies, both to attract the attention of new consumers and retain existing customers. By utilizing social media and other internet platforms, MSMEs can expand their consumer networks and increase their competitiveness in the market.

Indicators for measuring the effectiveness of digital marketing provide a useful framework for MSMEs to evaluate the performance of their digital marketing strategies (Laksana & Dharmayanti, 2018). Aspects such as interactive, incentive programs, site design, and cost become important in assessing the extent to which digital marketing campaigns succeed in attracting consumer attention, influencing purchase decisions, and building positive relationships with customers.

Support from previous research also strengthens the urgency of implementing marketing digitalization for generation X MSMEs. A study by Septira et al. (2020) shows that digital-based marketing strategies are an urgent need in the era of digitalization to achieve business goals more effectively. Setiawati's research (2017) and Suhedi's (2024) highlight the benefits of online marketing strategies in increasing profits and supporting local economic growth. In addition, research by Adjeng et al., (2018) affirms that the application of information technology, including in digital marketing, can increase customer satisfaction and MSME competitiveness.

By understanding the theory and supporting previous research, generation X MSMEs in Tosaran Village can formulate resolutions to implement marketing digitalization as a strategy that can increase their competitiveness and business growth in the current digitalization era. Concrete measures such as the provision of training and mentoring to improve digital literacy, investment in adequate technological infrastructure, and the development of digital marketing strategies relevant to the characteristics of the local market may be part of the resolution. Thus, generation X MSMEs can optimize the potential of digital marketing to achieve sustainable business success.

3.4 The Collaborative role of MSMEs Actors, Government, and Digital Platforms in Creating a Supporting Ecosystem for the Acceleration of MSMEs Digitalization in Tosaran Village

The observations and interviews revealed some important findings. One of the main findings is the need for collaboration between MSME actors, the government, and digital platforms to create an ecosystem that supports the effective digitalization of MSMEs. Some of the factors that influence the success of this collaboration include the level of digital awareness and skills among MSME actors, supportive government policies and regulations, and the role of digital platforms in providing the required infrastructure and services.

In this context, the theory of marketing digitalization becomes relevant to understand how this collaboration can provide benefits for MSMEs. Digital marketing allows MSMEs to seize wider market opportunities and increase their competitiveness. By utilizing digital platforms such as social media, MSMEs can expand their market reach and increase their interaction with consumers. Indicators of digital marketing effectiveness that have been described by Laksana and Dharmayanti (2018) provide guidance for MSMEs to evaluate the performance of their digital marketing strategies.

The importance of collaboration between MSME actors, the government, and digital platforms is also supported by previous research. A study by Ahmad et al., (2021) highlights the important role of the government in creating a conducive environment for

MSME growth through policies and support programs. In addition, research by Soesanto (2019) emphasizes the need for collaboration between MSMEs and digital platforms to enhance market access and competitiveness.

By understanding the theory and supporting previous research, collaboration between MSME actors, the government, and digital platforms in Tosaran Village can be directed to create an ecosystem that supports the digitalization of MSMEs. Concrete steps such as providing training and mentoring to improve digital literacy among MSME actors, formulating policies and regulations that support the growth of digital-based MSMEs, and cooperating with digital platforms to provide the necessary infrastructure and services can be part of this collaboration strategy. Thus, MSMEs in Tosaran Village can take advantage of the potential of digitalization to increase their competitiveness and business growth in the current digitalization era.

4. CONCLUSION

Marketing digitalization has had a significant impact on generation X Micro, Small and Medium Enterprises (MSMEs) in Tosaran Village. Although MSMEs in the village face challenges in distributing their products, the downward trend in consumer interest in shopping in conventional markets has prompted the need for adaptation to online shopping platforms. The concept of marketing digitalization becomes relevant in overcoming these changes by enabling MSMEs to expand market reach and increase their competitiveness.

The main obstacles faced by generation X MSMEs are low knowledge about digital marketing and difficulties in finding new consumers online. However, marketing digitalization offers a solution to overcome these obstacles by providing a useful framework for MSMEs to evaluate the performance of their digital marketing strategies.

The resolution to implement marketing digitalization for generation X MSMEs in Tosaran Village involves concrete steps such as providing training to improve digital literacy, investing in technology infrastructure, and developing digital marketing strategies relevant to local market characteristics. Collaboration between MSME actors, the government, and digital platforms is key to creating an ecosystem that supports the digitalization of MSMEs in Tosaran Village.

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