

Literature Review: Digital Marketing Literacy For SME's In Pangkalpinang City

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Abstract

This research uses a literature review method, which is employed to identify, evaluate, and interpret existing literature through previously produced works. The aim of this study to identify issues related to digital marketing literacy among MSME's in Pangkalpinang and to provide research based recommendation regarding digital marketing literacy. The results of the literature review indicate that there are still obstacles in the implementation of digital marketing among MSME's in Pangkalpinang, primarily due to the lack of knowledge and digital skills possessed by MSME's. There is a need for more intensive training and guidance related to digital marketing for MSME in Pangkalpinang to support marketing strategies in business activites. Digital marketing literacy plays a crucial role for MSME's. With good literacy skills, MSME actors can significantly enhance their competitive advantage.

Keywords: digital literacy, digital marketing, MSME

1. Introduction

The rapid and dynamic advancements in technology have significantly impacted economic development worldwide. The digitalization of technology, utilized across various fields such as business, governance, and social life, has brought about changes in daily activities. Particularly, as digitalization spreads across all layers of society, many entrepreneurs are compelled to adapt their ways of operating to survive in the digital era (Zaidan et al., 2023). The term “digital business,” as defined by Zaidan et al. (2023), refers to companies that operate online to sell various products and services, including registration, negotiation, and trade. In the evolution of digital business, digital transformation serves both as a process and a business strategy leveraging digitalization to enhance a business's efficiency and effectiveness. In today's era of technological and internet advancements, every individual can connect with others without the constraints of time and distance. Additionally, it allows individuals to connect with communities from around the world, creating business opportunities (Zaidan et al., 2023).

Digital technology plays a significant role in business activities, particularly in marketing. Technology can assist in connecting the processes of planning, evaluation, promotion, and distribution of products and services to consumers. The increasingly modern and competitive development of digital technology has heightened competition in the business world. Therefore, business owners are expected to enhance their creativity and innovation. Furthermore, they must find suitable strategies to compete while adapting to the diverse and dynamic preferences of consumers (Zaidan et al., 2023).

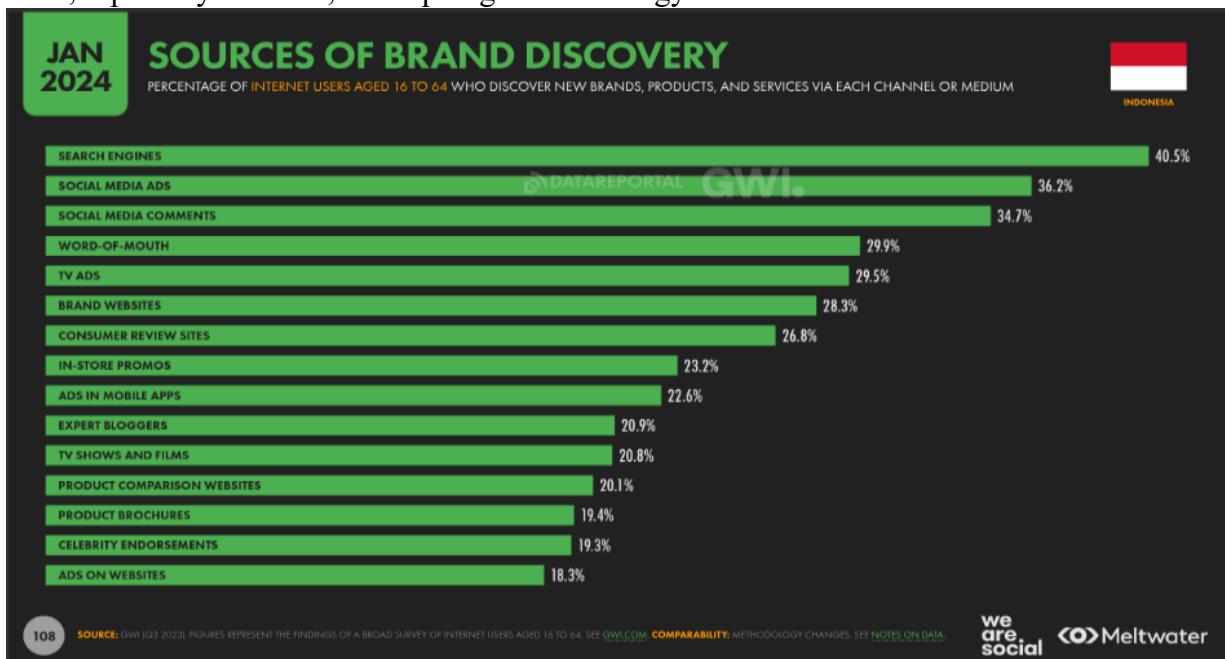
The advancement of digital technology can be utilized by business actors, especially micro, small, and medium enterprises (MSMEs) in Indonesia, to advance their businesses. MSMEs are productive enterprises operated individually or as legal entities that meet specific criteria as microenterprises. The primary goal of MSMEs is to develop specific businesses to accelerate

economic recovery, support priority programs, and drive sectoral development. Small enterprises focus on increasing community empowerment efforts (Wijoyo et al., 2020).

Micro, small, and medium enterprises (MSMEs) play a crucial role in the economic progress of a nation. MSMEs are considered the backbone of the economy because they contribute significantly to the Gross Domestic Product (GDP). According to the MSME Empowerment Report 2022, before the COVID-19 pandemic, MSMEs' contribution to GDP had been increasing. However, after the global spread of the COVID-19 virus, the role of MSMEs in Indonesia decreased by 37.3% (Mawarsari, 2023). Wijoyo et al. (2020) stated that the impact of the COVID-19 pandemic was not only felt in Indonesia's digital economic development but also in the behavior of society, which increasingly relied on digital platforms for daily activities. This shift coincided with the advancement of the digital world, known as the Fourth Industrial Revolution or Digital Revolution 4.0.

In this era of digital revolution, MSME actors must adopt digital systems, including transactions, marketing, and other processes, to survive and compete. Changes in the behavior of Indonesian society are evident in survey results showing that 97.8% of Indonesians are active social media users, spending an average of 3 hours daily on social media. This duration is longer than the average time spent watching TV, which is 2 hours. Meanwhile, internet usage averages approximately 7 hours daily (We Are Social Indonesia, 2024). Those survey indirectly illustrates that Indonesians are highly active in using the internet on digital platforms.

Another survey result shows that 36.2% of Indonesians search for brands or business products through social media ads, and 34.7% rely on comments on social media platforms (We Are Social Indonesia, 2024). This illustrates the significant role of social media platforms in business activities. Observing the behavioral shift of Indonesian consumers, who heavily rely on digital platforms for product searches, can serve as an encouragement and motivation for business actors, especially MSMEs, to adopt digital technology in their business activities.



Source: (We Are Social Indonesia, 2024).

Figure 1. Sources for Brand Searches

The involvement of MSMEs in adopting digital technology can be observed from their level of readiness to utilize technology and their approach to digitalizing several stages of business activities, reflected in their awareness of digital technology, digital investigation capabilities, digital collaboration, and digital transformation skills (Firmansyah et al., 2022). Research by Karabulut and Maduku et al. (as cited in Smith, 2021) states that business actors who fail to adopt digital technology properly cannot achieve competitiveness and profitability. A survey conducted by *DSInnovate* involving 1,500 MSMEs in Indonesia revealed that 30.9% of Indonesian MSMEs face barriers related to digital adoption. These challenges stem from uneven digital infrastructure, as well as a lack of digital skills and knowledge among Indonesian MSME actors (Mawarsari, 2023). Recognizing these challenges, Patria et al. (2023) argue that digital literacy is essential for MSMEs to develop their businesses. According to Gilmore & Carson (as cited in Smith, 2021), MSME failures often result from a lack of understanding of the market and inadequate marketing efforts.

Bawden (in Puro et al., 2022) explains that digital literacy involves several aspects, namely: 1. The ability to gather knowledge from various trusted sources; 2. Skills in providing information, such as critical thinking and awareness of the validity and completeness of information sources from the internet; 3. The ability to read and understand dynamic information material; 4. Awareness of the importance of traditional media alongside digital media; 5. Understanding related to internet access in society that can be used as a reference; 6. The ability to filter the information received; 7. Comfort and access to communicate and publish information. Digital skills are defined as a person's ability to know, understand, and use hardware and software in technology and digital operating systems (Puro et al., 2022). Van Deursen et al. (in Puro et al., 2022) explain that digital skills can be measured through the following four dimensions: digital technical skills, digital communication, digital analysis, and digital thinking.

Digital literacy, as defined by Sariwulan (Patria et al., 2023), is the competence of entrepreneurs to adapt to technological developments to utilize and maximize social media as a tool for communication, marketing, trend analysis, and monitoring demand for goods and services. Cueto and Olson (Ardiansyah et al., 2023) describe digital marketing literacy as the ability to adapt by leveraging technical skills and navigating information through the internet. Digital literacy helps individuals prepare for present and future technological advancements while stimulating creativity in designing online marketing strategies (Jazuli et al., 2024). Digital marketing refers to a medium utilized for marketing by most social media users to introduce business products (Puro et al., 2022). The types of digital marketing are (Cahyadi et al., 2022): Website; Search Engine Marketing; Email Marketing; and Social Media Marketing.

Referring to Fulgoni's opinion (Jokonya & Mugisha, 2020), digital marketing has become a phenomenon that unites innovative methods to achieve marketing goals. Consumers have spent a significant amount of time using the internet and digital platforms, especially on shopping sites and social media. Koskienam argues that when consumers have leveraged businesses by effectively adopting digital marketing, they can interact without time limitations. Therefore, the most effective way to reach and retain a customer is through online distribution channels (Jokonya & Mugisha, 2020). Given the current rapid digitalization across all sectors of life, MSME (Micro, Small, and

Medium Enterprises) actors must adapt and transform in the digital era due to the dynamic business environment and market.

The Pangkalpinang City Government in the Bangka Belitung Islands Province is one region actively encouraging and supporting MSMEs to optimize digital marketing in their business activities. This initiative aims to achieve business success and enhance MSMEs' role in the regional economy. MSME actors in Pangkalpinang have started using various digital platforms to promote their products, such as WhatsApp, Instagram, and Facebook. However, the use of these digital marketing platforms has not significantly impacted profits or sales turnover. One of the contributing factors is that many MSMEs in Pangkalpinang still do not fully understand or actively use digital marketing platforms such as social media, websites, and advertising (Ningsih et al., 2024).

The growth of MSMEs (Micro, Small, and Medium Enterprises) in Pangkalpinang City has increased each year, as seen from the data provided by the Cooperative, MSME, and Trade Office of Pangkalpinang City. As of December 2023, the total number of MSME actors in Pangkalpinang is 26,235. Based on this data, MSMEs in Pangkalpinang are predominantly micro-scale businesses compared to small and medium scales. In terms of business sectors, MSMEs in Pangkalpinang are dominated by the culinary, services, and industrial sectors. The Head of the Cooperative and Trade Office (Diskopdag) and MSMEs of Pangkalpinang City, Andika Saputra, predicts that the number of MSMEs in Pangkalpinang will continue to increase in the coming years (Hasanah, 2024). According to the Ministry of Cooperatives and MSMEs and Bank Indonesia (in Wijoyo et al., 2020), MSME actors are categorized as follows: microenterprises are defined as businesses with net assets of less than IDR 50 million and annual sales of less than IDR 300 million; small enterprises are businesses with net assets between IDR 50 million and IDR 500 million, or annual sales between IDR 300 million and IDR 2.5 billion; medium enterprises are businesses with net assets ranging from IDR 500 million to IDR 10 billion, or annual sales ranging from IDR 2.5 billion to IDR 50 billion.

According to a study conducted by Altin & Wahyudin (2023), the Pangkalpinang City Government has prioritized MSME actors through digital marketing training programs initiated in 2020. Nugroho et al. (2023) explained that amid the rapid growth of MSMEs in Pangkalpinang City, business actors are required to possess stronger skills and marketing strategies to promote their products. One of the alternatives is using social media as an effective promotional tool. This article aims to review previous research related to the implementation of digital marketing by MSME actors in Pangkalpinang City.

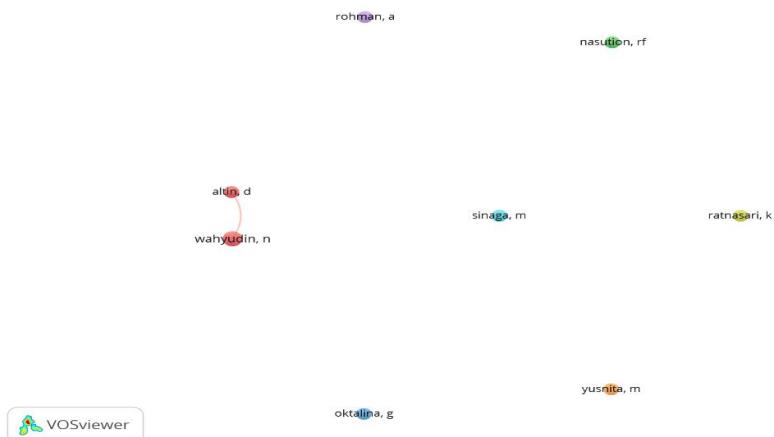
2. Methodology

The researcher employed a literature review method in this article. A literature review is a systematic and focused approach to identifying, evaluating, and interpreting existing literature through a collection of works produced by scholars, researchers, and practitioners (Irwansyah, 2023). The purpose of the literature review method is to link past literature that is believed to be related to the general topic (Irwansyah, 2023). The primary sources in this research context are journal articles closely related to digital marketing issues among MSME actors in Pangkalpinang

City. Secondary data, such as journal articles, books on digital marketing concepts, and related articles, were used as supporting information.

This study aims to identify issues related to digital marketing literacy among MSME actors in Pangkalpinang City. Therefore, the researcher established several criteria before conducting the literature search, namely: 1. There is a concept related to digital marketing in the literature; 2. The research is related to the digitalization of MSME actors in Pangkalpinang City. At this stage, the researcher conducted a literature search using the keyword "digital marketing literacy among MSME actors in Pangkalpinang City." Additionally, another objective of this research is to provide research-based suggestions regarding digital marketing literacy to MSME actors in Pangkalpinang City, which may need further exploration by academics.

The literature search for this study was conducted using the Publish or Perish application, inputting keywords into the Google Search engine. The results of the literature search found 105 sources from 2017 to 2024. However, the literature found still needed to be filtered first. This is because the literature found was not limited to MSMEs in Pangkalpinang City but included broader MSME literature. The researcher filtered the literature using the VOSviewer application to obtain mapping results based on bibliographies with the keyword "digital marketing literacy in MSMEs in Pangkalpinang City." Based on the filtering results, only 8 sources related to digital marketing for MSMEs in Pangkalpinang City were found. Then, the researcher selected 5 sources that met the established criteria. Below is an image showing the results of the literature filtering using the VOSViewer application.



Source: VOSViewer (2024)
Figure 2. Results of Literature Filtering

3. Result

The study by Aprilian & Yanto (2023) on the impact of digital marketing on brand awareness among MSMEs (Micro, Small, and Medium Enterprises) in Pangkalpinang City aimed to identify the most commonly used social media platforms for digital marketing by MSMEs and

to evaluate their impact on brand awareness. Another objective was to assess the challenges faced by MSMEs in implementing digital marketing in Pangkalpinang City. The study, which surveyed 100 MSMEs using questionnaires, found that Facebook is the most widely used social media platform by MSMEs in Pangkalpinang City. Facebook is considered capable of reaching prospective consumers across various age groups and is relatively easy to use compared to other social media platforms. Through social media like Facebook, business owners can utilize hashtags to make it easier to find target consumers and posts, create engaging content, collaborate with influencers, and even use paid promotions (Wijoyo et al., 2020).

The study also found that digital marketing positively impacts brand awareness among MSMEs in Pangkalpinang City. This is attributed to the increasing number of consumers in Pangkalpinang who access social media, making social media promotion an effective step. However, challenges in implementing digital marketing include a lack of outreach from local government regarding the importance of digital marketing and limited knowledge among MSMEs about the significance of digital marketing for their business development.

Brand awareness is an essential component of business activities and the initial step in the communication process between a company and consumers. Brand awareness significantly influences consumer behavior. Rossiter and Percy assert that without brand awareness, no purchase decision will occur (Cizmeci & Ercan, 2015). The primary goal of businesses is to increase revenue and sales. Public awareness of a brand is crucial for business owners to enhance profits. Pranata & Pramudana define brand awareness as consumer knowledge of a company's products that creates consumer awareness of the brand (Watajdid et al., 2021).

A study on the impact of digital marketing on the marketing performance of food and beverage MSMEs in Pangkalpinang City through product innovation indicates that digital marketing influences product innovation. The more actively MSMEs utilize digital marketing, the greater the product innovations they develop. Leveraging digital marketing in today's technological era and in facing business competition requires MSMEs to understand digital technology effectively to foster product innovation (Ningsih et al., 2024). However, the study found that digital marketing does not directly affect the marketing performance of MSMEs in Pangkalpinang City. MSMEs in the food and beverage sector primarily use social media features that are perceived as easy to use and understand by both MSME actors and consumers.

Pangkalpinang MSMEs still face limitations and are less interested in using websites for marketing. This is due to age and educational factors, which hinder MSME actors from mastering and understanding digital technology effectively, leading them to focus solely on social media as their primary marketing tool (Ningsih et al., 2024). Ningsih et al. (2024) also found that marketing performance improves when businesses successfully package their products attractively, develop new products, and actively enhance product quality.

Referring to previous research findings, the lack of digital marketing literacy skills and knowledge remains a significant barrier for MSMEs in Pangkalpinang City. This aligns with the study by Altin & Wahyudin (2023) on enhancing MSME competitiveness through financial technology and digital marketing. Their research highlights that digital marketing practices are not yet optimal or up to expectations, requiring increased attention from MSMEs. Online promotional media, such as website features, are considered less important. Optimal use of websites and social networks can facilitate advertising processes and interactions with potential consumers (Altin & Wahyudin, 2023). Nurwasya et al. (2022) also identified similar issues, such as challenges in digitalization related to digital marketing and suboptimal use of digital technology.

The implications of the research by Firmansyah et al., (2022) emphasize that digital knowledge and skills are essential to support business models and processes that are increasingly shifting from conventional methods. These skills promote critical thinking aligned with economic goals and enhance awareness of the importance of digital literacy to access various information, challenges, and issues in the digital economy. This capability motivates individuals to adopt digital technology in their business activities and stimulates their ability to undergo digital transformation as a form of innovation to create something new and relevant to the current digital economy era.

The importance of digital marketing literacy in the context of MSMEs is significant. In an increasingly connected digital era, MSMEs that can effectively leverage technology will gain a substantial competitive advantage. With good digital literacy skills, MSMEs can improve operational efficiency, reduce production costs, and enhance the quality of services provided to customers. Additionally, Saragih et al. (2024) explain that digital literacy can help MSMEs design more effective marketing strategies through social media and e-commerce platforms, allowing them to reach a broader market and increase revenue. The benefits of digital literacy are not only felt in the short term but also provide long-term positive impacts on the success of MSMEs. With a deep understanding of digital technology, MSMEs will more easily adapt to changes in market trends and evolving technologies, as well as keep up with the latest innovations in their business activities that remain relevant and competitive (Saragih et al., 2024).

Information technology, digital literacy, and digital skills are three aspects that complement each other in transmitting information within an organization or company. The use of information technology, digital literacy, and digital skills in a company or organization is stated to help entrepreneurs achieve optimal results. Digital skills encompass all skills related to technology, including basic skills, general skills for all workers, and specialized skills for information technology professionals (Puro et al., 2022).

Several previous studies have emphasized that the use of social media and the internet not only affects the increase in the number of consumers but also impacts marketing strategies, enhances brand reputation, and improves services in business activities (Jadhav et al., 2023). The study by Jadhav et al. (2023) is in line with the findings of Aryanto & Wismantoro (in Umboh et al., 2023), which show that digital literacy using social media platforms among batik business owners in Central Java significantly improved performance and sales of batik products, not only in the national market but also in the international market. The research by Lindiani et al. (2024) shows that one of the coffee shops in Pangkalpinang that has utilized social media to promote their business has successfully increased brand awareness and consumer engagement. Other significant positive impacts experienced by using social media include more efficient and effective marketing, lower promotional costs, and the ability to reach a wide and diverse audience.

Marketing by MSME actors is not just about selling products but also about creating and enhancing the value of products needed by consumers, introducing products to the public, and increasing customer loyalty. Astuti & Matondang (2020) state in their book that a company has the opportunity to compete and dominate the target market by creating good marketing strategies. Marketing strategy is defined as an effort made using a pattern or tactic to achieve a goal. There are several product marketing strategies that MSME actors can implement, namely (Astuti & Matondang, 2020): 1. Creating unique/differentiated products compared to competitors. Business actors who create unique products will be able to compete and have an advantage. Not only creating different products but also ensuring these products meet market needs and are innovative; 2. Determining Segmenting, Targeting, & Positioning. In marketing, business actors need to segment the market or group consumers into several segments. After segmenting the market, business actors

will easily identify their target consumers. Then, business actors need to think about positioning, which is how the product being offered can be embedded in the minds of consumers. 3. Utilizing various marketing media. Digital marketing media is considered the most effective in promoting a product. This is because digital marketing can reach consumers in a wider area, without being limited by time and location. 4. Increasing networking, meaning that MSME actors need to enhance relationships with parties that have an interest in the company. It is believed that by increasing networking, business activities will grow faster, increase sales, expand connections and relations, and create new opportunities.

Digital marketing uses media that not only helps in market expansion but also in creating and strengthening the product brand image while also strengthening the company. Morrison (in Wijoyo et al., 2020) outlines several goals for understanding and facilitating communication related to digital marketing: First, the dissemination of information. The goal of using digital marketing by a company is to provide accurate and in-depth information about the company's products. Through digital marketing, companies have more opportunities to attract consumers, and it is the most effective way to convey information to a wide audience. Second, to create awareness. This goal is an option for small businesses with limited promotional budgets to raise awareness of the company, services, or products produced. Third, for research purposes, meaning digital marketing not only functions as a tool for marketing business activities but can also be used as a tool to conduct market research and gather information from competitors or customers. Fourth, building the company's perception through digital marketing, which is utilized as a medium to create the company's image among the public. Fifth, the goal of a company utilizing digital marketing to test their product is to offer electronic coupons to target consumers to motivate them to try it. Sixth, improving service. Another benefit that business actors experience through digital marketing is that they can answer questions and complaints from customers, leading to better service for clients or customers. Seventh, digital marketing is believed to have various features in marketing that companies can use to collaborate in promoting or presenting their products.

4. Conclusion

The literature review on digital marketing literacy among MSME actors in Pangkalpinang City shows a significant gap between the potential economic growth through digitalization and the reality on the ground. Although there are efforts to adopt digital technology, several significant obstacles hinder optimizing its benefits. The lack of knowledge, curiosity, skills in utilizing technology, and the absence of platforms that can support all of this are the main challenges faced by MSME actors. There is still a large gap in awareness of the importance of digitalization and the skills needed for its implementation. This has implications for the limited ability to adapt to changes in the dynamic digital business environment and the acceleration of innovation. Therefore, a strong collaboration between the government, private sector, and academics is essential to close the knowledge gap that exists. However, the potential of MSMEs in Pangkalpinang City is enormous, especially in creative industries and unique local products. With comprehensive training programs, adequate technology accessibility, and targeted digital marketing strategies, MSMEs can achieve their business goals and are highly likely to penetrate a broader market and increase their competitiveness.

Digital marketing literacy among MSME actors in Pangkalpinang City still shows untapped potential, increasing digital marketing literacy among MSME actors in Pangkalpinang City is a strategic step to encourage regional economic growth. With the support of appropriate policies and

active participation from various stakeholders, MSMEs in Pangkalpinang City can utilize digital potential to achieve greater success. Although some MSMEs have integrated digital platforms into their marketing strategies, contributing to product innovation, the overall level of digital marketing literacy remains below optimal standards compared to other large cities. One prominent finding is the lack of structured training and intensive guidance related to digital marketing. This results in MSME actors often facing challenges in understanding basic concepts, choosing the right platforms, and optimizing the use of various social media features to expand the reach of their digital marketing strategies. As a result, the potential for MSMEs to reach a broader market and improve competitiveness becomes very limited.

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