

Utilization of Digital Marketing for MSMEs in the Production of Knitted Bags in Lembang, West Bandung Regency

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ABSTRACT

The change in marketing system from traditional to digital marketing to face the 5.0 era forces MSMEs to make changes to their product marketing system through social media. Based on this, there are still many MSME players who do not understand digital marketing. For this reason, the aim of this research is to examine the use of digital marketing in accelerating the growth of Micro, Small and Medium Enterprises (MSMEs) in Lembang District, West Bandung. The focus of this study lies in how digital marketing strategies can be integrated into MSME business processes to increase visibility, market access, and ultimately, business performance. Using a mixed methodology approach, this research collects and analyzes data, in-depth interviews, and case studies of several MSMEs in the area. The research results show that the adoption of digital marketing, including the use of social media, search engine optimization (SEO), and content marketing, significantly contributes to increasing sales and brand building for MSMEs. Furthermore, this research identifies the challenges and opportunities faced by MSMEs in implementing digital marketing strategies, including limited resources, the need to increase digital competence, and digital market potential that has not been fully exploited. The conclusions of this study offer strategic insights for MSME owners, digital marketing practitioners, and policy makers to design and implement more effective digital marketing initiatives, thereby encouraging local economic growth and increasing the competitiveness of MSMEs in the global market.

Keywords: Digital Marketing, Production Strategy, Online Business.

INTRODUCTION

Digital marketing has become an important key for the growth of Micro, Small and Medium Enterprises (MSMEs) in the current digital era. Especially for MSMEs in Lembang District, West Bandung, the use of digital marketing strategies can open up new opportunities to expand markets and increase sales. Utilization of social media, content marketing, and search engine optimization (SEO) are some examples of strategies that can be adopted by MSMEs to achieve this goal. With the characteristics of a region that is rich in tourism potential and local products, digital marketing offers an effective platform for promoting the uniqueness and superiority of MSME products to a wider audience (Kotler, 2017).

Integrating digital marketing into MSME business processes requires a deep understanding of the target market and how digital technology can be used to communicate effectively with them (Maulana, 2022). This includes selecting the right digital channels, developing interesting and relevant content, as well as analyzing and measuring the performance of digital campaigns on a regular basis. Thus, MSMEs can adjust their strategies to maximize ROI (Return on Investment) from their digital marketing investments. However, the challenges in using digital marketing by MSMEs cannot be ignored. Limited resources, both in terms of finance and digital competence, are often the main barrier (Appel et al., 2020). Many MSME owners in Lembang District still have difficulty utilizing digital technology for their business interests. The absence of a clear digital marketing strategy and a lack of understanding of how to measure the effectiveness of digital campaigns is one of the factors that hinders optimal use of digital marketing (Alijoyo et al., 2021).

To overcome this challenge, digital marketing education and training is very important. Training programs designed to improve the digital competence of MSME owners and their employees can help in developing and implementing effective digital marketing strategies. Apart from that, collaboration with digital marketing experts or digital agencies can be a solution for MSMEs that have limited internal resources (Maulana & Rosmayati., 2021).

The successful use of digital marketing by Lembang District MSMEs can not only improve their business performance but also contribute to local economic growth. By developing a strong online presence, MSMEs can attract more tourists and customers from outside the region, open up export opportunities for local products, and ultimately, increase competitiveness in the global market (Maulana & Rosmayati, 2020).

Digital marketing offers great opportunities for Lembang District MSMEs to improve their business. Even though there are challenges, with the right strategy and sufficient support, the use of digital marketing can be an important catalyst for MSME growth. Joint efforts are needed from MSME owners, government, and educational institutions to maximize this potential, strengthen the local business ecosystem, and advance the regional economy through digital innovation.

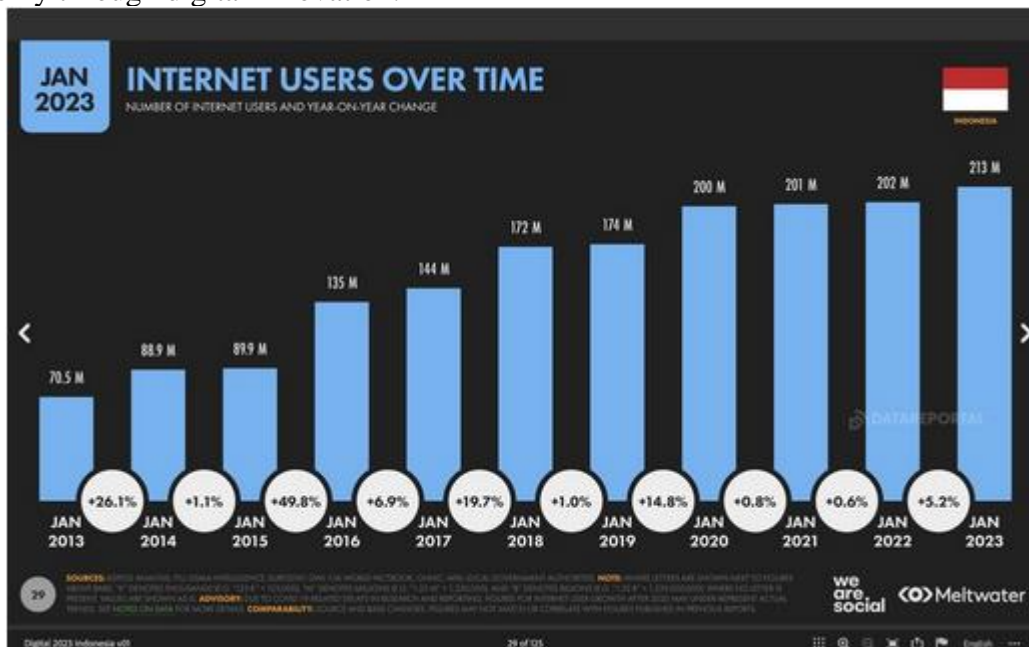


Figure 1. Number of internet users over time. Photo: We Are Social detik.com

Meanwhile, Indonesia's mobile internet speed in January 2023 will reach 17.27 Mbps. Then, fixed broadband internet speed is around 24.32 Mbps. We Are Social states that Indonesian internet users spend 7 hours and 42 minutes a day. However, year on year (YoY), the time Indonesians play on the internet has decreased by 10.6% or 55 minutes. Talking about devices for surfing the internet, Indonesians still predominantly use gadgets with an average time of 4 hours 53 minutes. If you use a computer and tablet, it's only 2 hours 49 minutes.

The knit bag production business in Lembang District, West Bandung Regency, has the potential to grow rapidly for various reasons which include: 1) Lembang, known for its natural beauty which attracts many local and international tourists. The strong tourism presence in the region creates a steady demand for local products, including knitted bags. Thus, MSMEs producing knitted bags in Lembang have a great opportunity to market their products to visiting tourists. 2) In the midst of globalization trends, awareness of the importance of supporting local products is increasing. Consumers are increasingly inclined to

look for locally produced products because they want to support the local economy and also because local products often have added value in the form of quality, uniqueness and a story behind them. MSMEs producing knitted bags in Lembang can take advantage of this trend by promoting the uniqueness and authenticity of their local products. 3) MSMEs producing knitted bags in Lembang have the opportunity to develop through creativity and innovation in product design. By combining traditional knitting techniques with modern designs and trends, they can create attractive and unique products for local and global markets. This can increase the appeal of their products and help differentiate them from competitors. 4) Regional governments and local communities may provide support in the form of training, guidance, or other incentives to help MSMEs improve the quality and competitiveness of their products. This kind of support can help MSMEs producing knitted bags in Lembang to grow and develop better. 5) By utilizing technology and digital marketing, knit bag production MSMEs in Lembang can expand their market reach outside the local area. They can use online platforms to promote their products to a wider audience, including tourists visiting the area. This opens up new opportunities for their business growth. With strong market potential, support from the government and local community, as well as creativity in product design and marketing, the knit bag production business in Lembang has the opportunity to develop and compete significantly in local and global markets.

RESEARCH METHODS

MSMEs producing knitted bags in Lembang use various research methods to support their business development. Case studies are one of the methods they apply to learn best practices and understand strategies that have been successfully implemented by similar MSMEs in the same industry (Sugiyono, 2018). By analyzing success cases, these MSMEs can gain valuable insight into the factors that led to success, as well as identify opportunities and challenges they may face in their own context. In addition to case studies, surveys are used by MSMEs to collect data from potential and existing customers. This survey helps MSMEs understand consumer preferences, market needs, and their expectations for knit bag products. By gaining a better understanding of their markets and audiences, MSMEs can direct their marketing and product development efforts more effectively, thereby increasing their competitiveness and business success. Apart from that, documentation analysis is also an important part of the MSME research methodology (Widayat, 2004). They analyze their own internal documentation, such as historical sales data, financial records, and other business performance reports. By carrying out this analysis, MSMEs can identify sales trends, purchasing patterns, and other factors that influence their business performance. Analysis of this documentation helps MSMEs make more informed and strategic decisions in managing their business in the future. By combining case study methods, surveys and documentation analysis, knit bag production MSMEs in Lembang can gain a holistic understanding of the market, customers and their own business. In this way, they can develop more effective strategies, innovate in products and services, and strengthen their position in the local and national knit bag industry.

RESULTS AND DISCUSSION

Technological developments, especially digital marketing, have opened up new opportunities for MSMEs to develop and compete in the global market. Digital marketing allows MSMEs to reach a wider audience, understand customer needs, and adjust their marketing strategies in real-time. Technologies such as SMM, SEO, and email marketing have become important tools in the digital marketing toolbox of MSMEs. With the ability to collect and analyze customer data, MSMEs can make better business decisions and increase their ROI. Apart from that, digital marketing also allows MSMEs to interact directly with

their customers, build stronger relationships, and increase brand loyalty (Muhammad Nur Fadlil et al., 2022).

One of the MSMEs that has successfully utilized digital marketing is Lembang Knitting Bags, namely MSMEs that are engaged in the production and sale of knitted bags, which are handmade by local knitters in Lembang, West Bandung Regency. In this analysis, the author obtained some information that can be explored for discussion, to find out how digital marketing strategies have been utilized by Lembang Knitted Bag Production MSMEs.

The application of digital marketing by Knitted Bag Production MSMEs in Lembang is as follows:

1. SMM (Social Media Marketing)

Social media utilized byUMKM Knitting Bagsare Instagram and Tiktok.

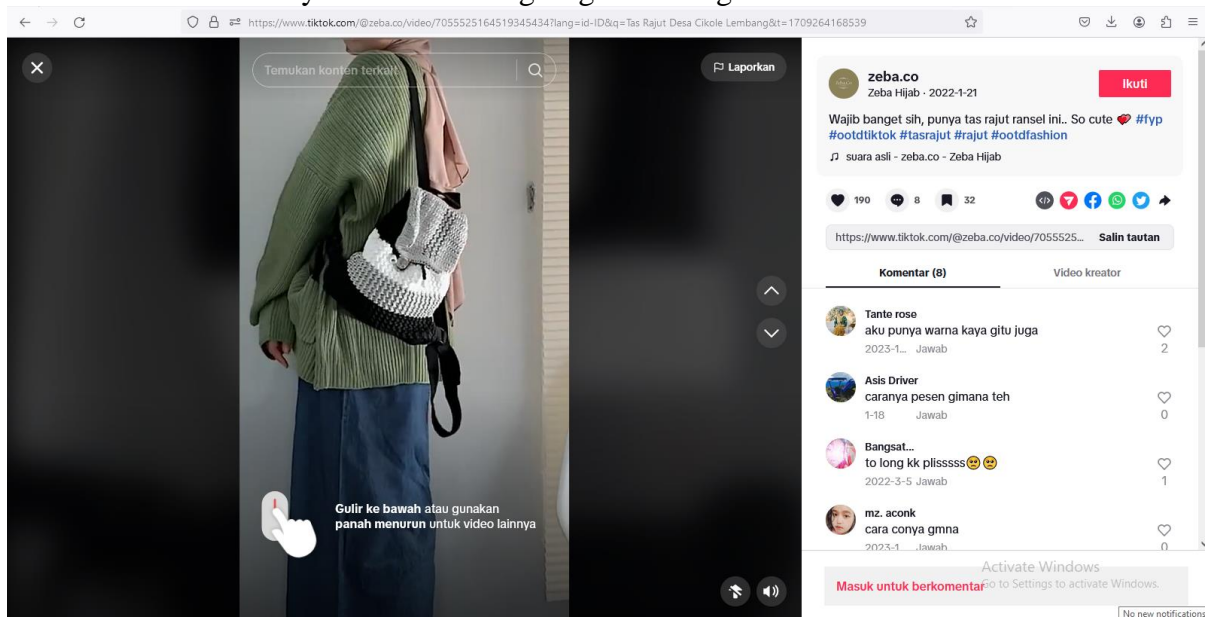


Figure 2. Knitted Bag MSMEsTiktok promotions

MSMEs producing knitted bags in Lembang have a great opportunity to utilize the TikTok platform in their digital marketing sales strategy. TikTok has become one of the most popular social media platforms, especially among the younger generation, with millions of active users every day. Thus, using TikTok as part of a digital marketing strategy can help MSMEs to reach a wider audience and attract the interest of potential consumers.

By utilizing TikTok, Lembang knit bag MSMEs can create creative and interesting content that displays their products visually. They can make short videos showing the process of making knitted bags, their unique designs, or even show unique ways of using knitted bags in everyday life. With entertaining and informative content, MSMEs can attract the attention of TikTok users and increase their brand awareness.

TikTok also provides features that allow direct interaction between users and brands. Lembang knit bag MSMEs can take advantage of the live streaming feature to communicate directly with potential consumers, answer their questions, and even carry out product demonstrations in real-time. This not only helps build a closer connection with consumers, but also increases consumer trust and satisfaction with the brand. Apart from that, TikTok also offers various advertising features that MSMEs can use to increase the visibility and reach of their marketing campaigns. Through personalized and targeted advertising, MSMEs can expand their market reach and attract potential consumers who may not have been familiar with their brand before (Sarbani & Lestari, 2022).

By utilizing the power of creativity, direct interaction, and TikTok advertising features, Lembang knit bag MSMEs can achieve their digital marketing sales goals more effectively. With interesting content and smart marketing strategies, they can increase sales of their products, expand market share, and strengthen their position in the local and national knit bag industry.

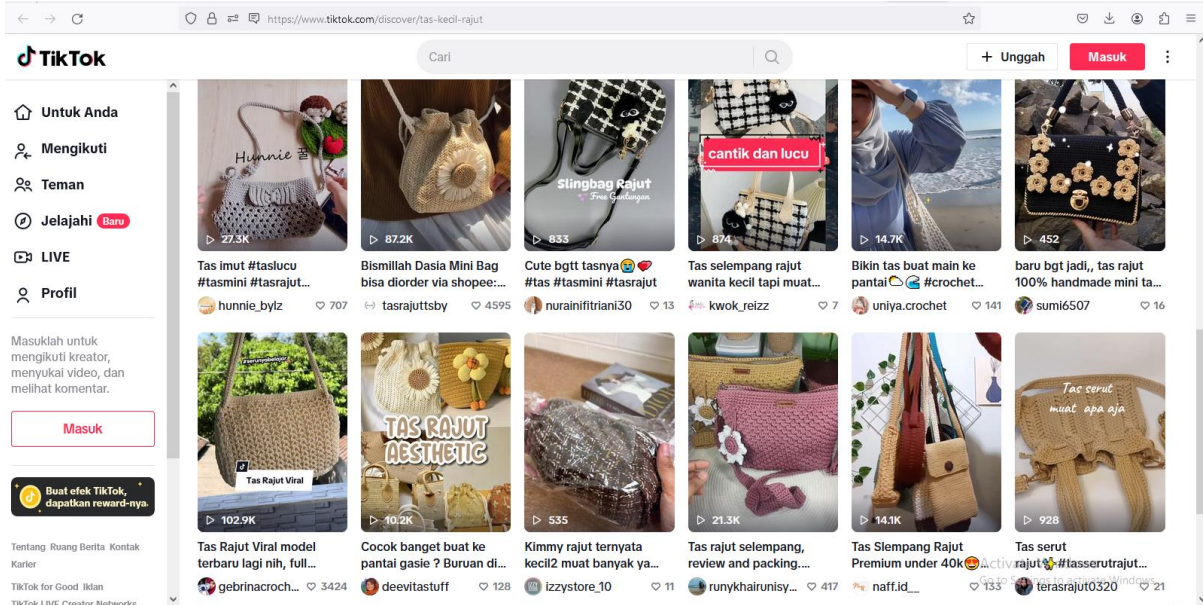


Figure 3. Promotion on Tiktok UMKM Knitted Bags Lembang

MSMEs producing knitted bags in Lembang can utilize the TikTok platform as one of the main tools in their digital marketing strategy. TikTok has proven itself to be a very effective platform in reaching a wide audience, especially among the younger generation. By using TikTok, MSMEs have the opportunity to create creative and interesting content that promotes their products visually.

By utilizing TikTok, knit bag MSMEs can create short videos showing the process of making knit bags, their unique designs, or even describe unique ways of using knit bags in everyday life. Through entertaining and informative content, MSMEs can attract the interest of TikTok users and expand their brand reach. Apart from that, TikTok also provides various features that enable direct interaction between brands and consumers. Knitted bag MSMEs in Lembang can take advantage of the live streaming feature to communicate directly with potential consumers, answer their questions, and even carry out product demonstrations in real-time. This not only helps build closer relationships with consumers, but also increases consumer trust and satisfaction with the brand.

By combining creativity in content, direct interaction with the audience, and available advertising features, Lembang knit bag MSMEs can achieve their digital marketing goals more effectively through TikTok. Thus, they have the opportunity to increase brand awareness, expand market share, and significantly increase sales of their products.

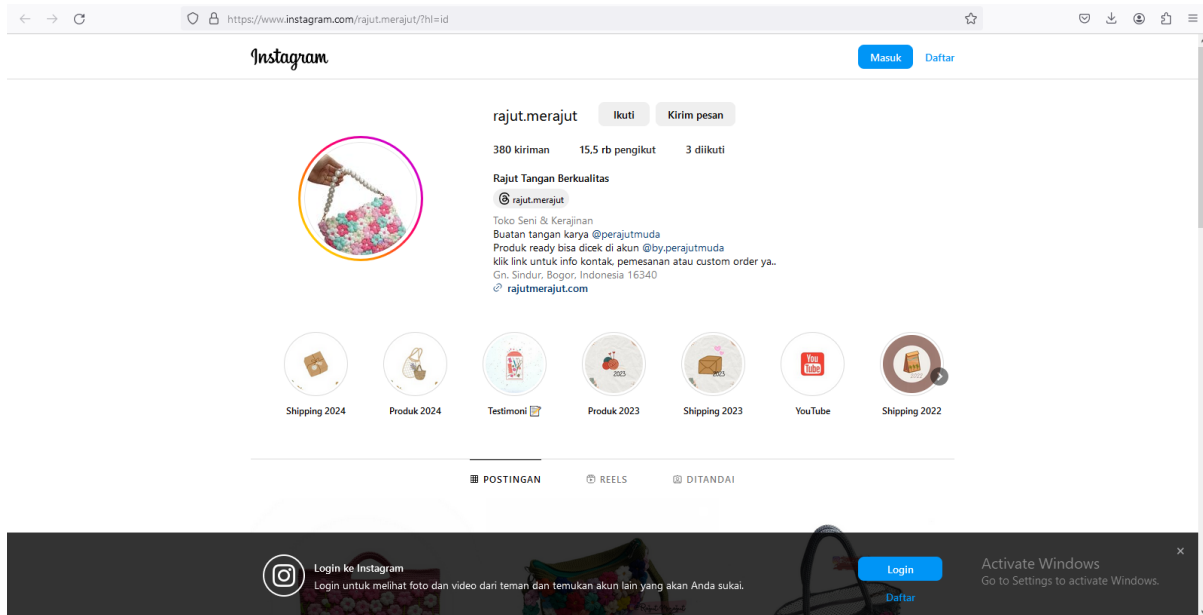


Figure 4. Promotion on Lembang Knitted Bag UMKM Instagram

MSMEs producing knitted bags in Lembang have a great opportunity to utilize the Instagram platform as the main tool in their digital marketing strategy. Instagram has become one of the most popular social media platforms, especially among users interested in visual content. By using Instagram, MSMEs have the opportunity to show off the uniqueness and quality of their products through interesting images and videos (Widodo et al., 2022).

By utilizing Instagram, knit bag MSMEs can create attractive profiles with high-quality content. They can upload photos of their products showing various knit bag designs and creative details. In addition, they can also take advantage of the Instagram Stories feature to provide more direct and personal content to their followers, such as behind-the-scenes from the production process or sneak peeks of new collections. Apart from that, MSMEs can also take advantage of Instagram's interactive features such as polls, quizzes and questions to actively engage their followers. This not only helps build closer relationships with consumers, but also provides an opportunity for MSMEs to get direct feedback on their products. Apart from posting organic content, MSMEs can also take advantage of Instagram's advertising features to increase the visibility and reach of their marketing campaigns. By using the right targeting, MSMEs can reach relevant and potential audiences, thereby increasing the opportunity to increase sales of their products.

With creativity in content, active interaction with followers, and utilization of available advertising features, Lembang knit bag MSMEs can achieve their digital marketing goals more effectively through Instagram. Thus, they have the opportunity to expand the reach of their brand, attract the interest of potential consumers, and significantly increase sales of their products.

2. Content Marketing

The digital marketing strategy for Knitted Bags Lembang is content marketing through social media accounts, by consistently uploading posts in the form of photos and videos using hard selling techniques, such as offering discounts and applying pressure by stating that the product is only available in limited quantities.

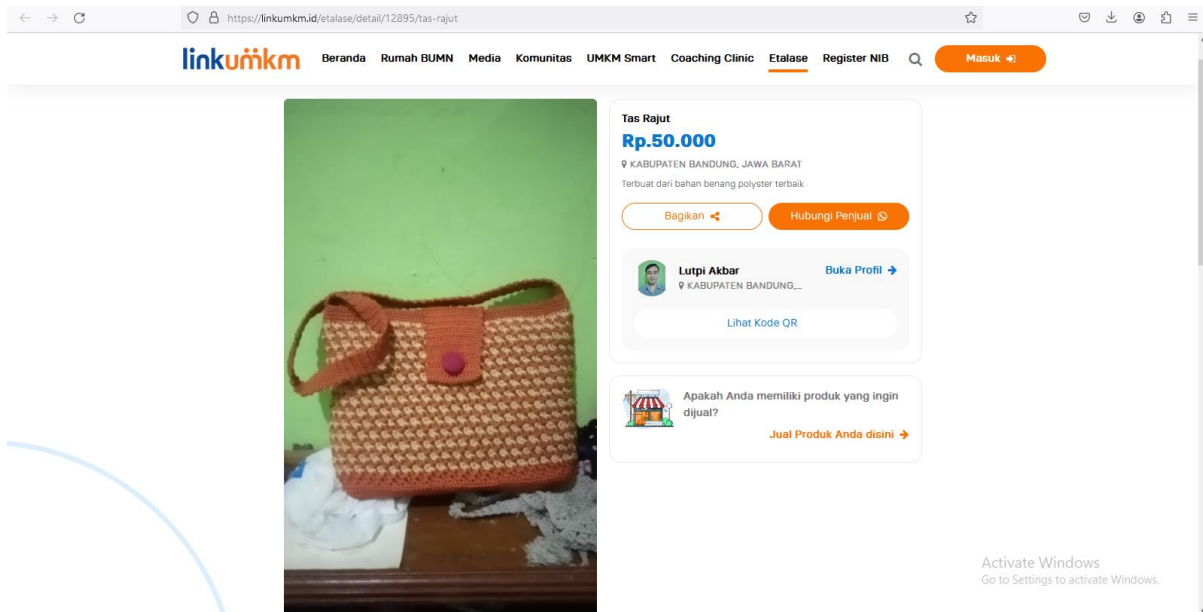


Figure 5. [Knitted Bag MSME Link](#)

The digital marketing strategy used by knitted bag MSMEs in Lembang is content marketing through social media accounts. In an effort to promote their products, these MSMEs actively create and distribute relevant, interesting and useful content through various social media platforms such as Instagram, Lazada and Tokopedia. Through marketing content, knit bag MSMEs in Lembang try to emphasize the uniqueness of their products, the quality manufacturing process, and the added value they offer to consumers. They create content in the form of interesting and visual product photos, short videos that show the process of making knitted bags directly, as well as tips or inspiration for using knitting bags in everyday life. Apart from that, MSMEs also use content to build closer connections with their consumers. They actively interact with their followers, respond to comments and questions, and hold various types of contests or giveaways to encourage user engagement and participation (Noveriyanto & Adawiyah, 2021). Through this content marketing strategy, knit bag MSMEs in Lembang have succeeded in building strong brand awareness, increasing user engagement, and expanding their market reach on social media. By continuing to produce quality and relevant content, they can continue to maintain consumer interest and support, as well as strengthen their position in the local knit bag industry.

3. Website

For MSMEs producing knitted bags in Lembang, marketing via the website is a strategy with great potential to increase the visibility and sales of their products. By having a website, MSMEs can create a strong online presence, allowing them to reach a wider market within and outside their local area.

Through the website, MSMEs can display their various knit bag products in detail, including high-quality images and attractive descriptions. This allows consumers to see the various options available and make purchasing decisions more easily. Apart from that, MSMEs can use blogs or news pages on their websites to share information about the process of making knitted bags, the latest fashion trends, or tips on caring for knitted bags, which can attract visitor interest and build deeper connections with consumers.

Apart from being a place to display products, websites are also an effective platform for conducting online transactions. By installing a payment system that is safe and easy to use, MSMEs can make it easy for consumers to buy their products directly via the website. This

opens the door to sales to national and even international markets, which can significantly increase MSME income potential. Not only that, websites can also be used as a tool to build the brand and reputation of MSMEs. By designing a professional and user-friendly website, as well as providing clear contact information, MSMEs can strengthen their image as a trustworthy and customer-oriented business. Customer testimonials and product reviews can also be published on the website as proof of the quality of the products and services they provide (Kotler, 2016).

By utilizing a website as a key element in their digital marketing strategy, knit bag production MSMEs in Lembang have the opportunity to increase their online presence, reach a wider market, and increase sales of their products significantly.

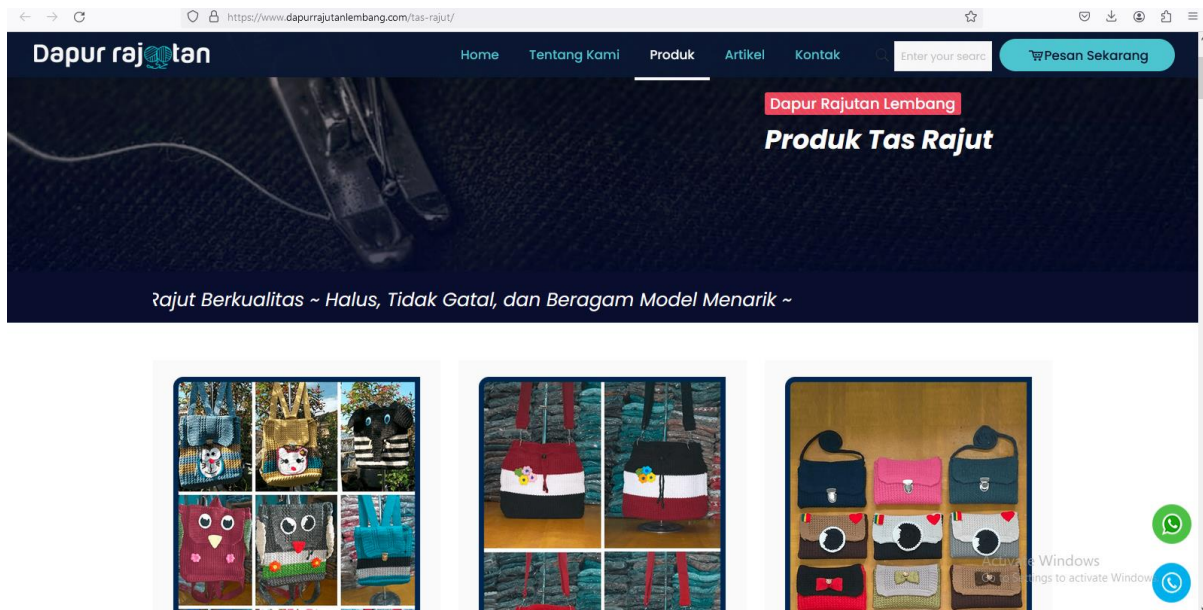


Figure 6. [kitchenrajutanlembang.com](https://www.kitchenrajutanlembang.com)

With the presence of a website, MSMEs producing knitted bags in Lembang can experience a significant increase in their sales. A website is not only a place to showcase products, but also a powerful tool to reach potential consumers, build trust, and expand their market.

First of all, the website provides a 24/7 platform for consumers to view and buy MSME products anytime and anywhere. This provides convenience for consumers looking for knit bag products, especially for those who may not be able to visit physical stores in person. Apart from that, by using SEO (Search Engine Optimization) techniques, MSMEs can increase the visibility of their websites in search engines such as Google. Thus, when someone searches for knit bag products online, the MSME website has a greater chance of appearing in the search results, increasing the likelihood of visits and potential sales. Apart from being a transaction platform, websites also enable MSMEs to build closer relationships with their customers. Through contact forms, live chat features, or even blogs, MSMEs can interact directly with consumers, answer their questions, and provide additional information about the product.

Not only that, by utilizing web analytics, MSMEs can understand their consumer behavior better. They can track which pages are visited most frequently, which products are most in demand, and even see where consumers generally leave the purchasing process. With

this information, they can adjust their marketing and sales strategies to more effectively attract and retain customers (Wijaya, 2015).

Overall, with the presence of a website, MSMEs producing knitted bags in Lembang have the opportunity to increase their sales significantly. By providing an easy-to-access platform, comprehensive information, and more personalized interactions with consumers, they can build a strong brand, increase their online presence, and optimize their sales potential.

4. Marketplaces

Apart from the website, Lembang Knitted Bag Production MSMEs also sell their products through marketplaces such as Shopee, Tokopedia, and Lazada with a rating of above 4.9. They often offer product discounts of up to 50% in these three marketplaces.

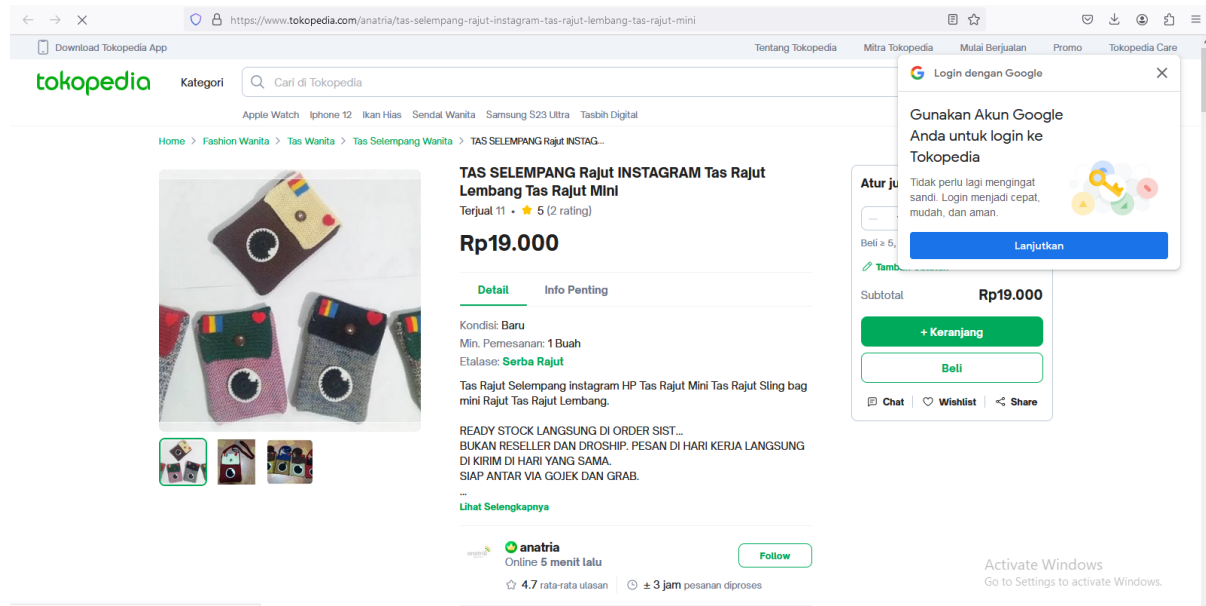


Figure 7. [Tokopedia Toko Anatria](https://www.tokopedia.com/anatria)

MSMEs producing knitted bags in Lembang utilize e-commerce platforms such as Tokopedia as an important part of their sales and marketing strategy. By partnering with Tokopedia, these MSMEs can reach a wider market and significantly increase the visibility of their products. First of all, by selling on Tokopedia, knit bag MSMEs in Lembang can take advantage of existing technological infrastructure, including features such as attractive product galleries, secure payment systems, and responsive customer service. This allows MSMEs to focus on product development and marketing, while Tokopedia takes care of logistics and transactions. Apart from that, Tokopedia also provides various promotional and advertising features that can be used by MSMEs to increase the visibility of their products. For example, MSMEs can use targeted advertising features to reach relevant audiences, as well as take advantage of promotional programs such as discounts and cashback to attract the interest of potential buyers. Apart from being a sales platform, Tokopedia can also be a valuable data source for MSMEs. Through analyzing sales data and consumer behavior, MSMEs can understand market trends, customer preferences and product needs that may not be met (Suhairi Suhairi et al., 2023). With this information, they can direct their product development and marketing efforts more effectively, thereby increasing the success of their business on these platforms. By utilizing Tokopedia as part of their sales and marketing strategy, knit bag production MSMEs in Lembang have a great opportunity to expand their

market reach, increase their product sales, and strengthen their position in the local and national knit bag industry.

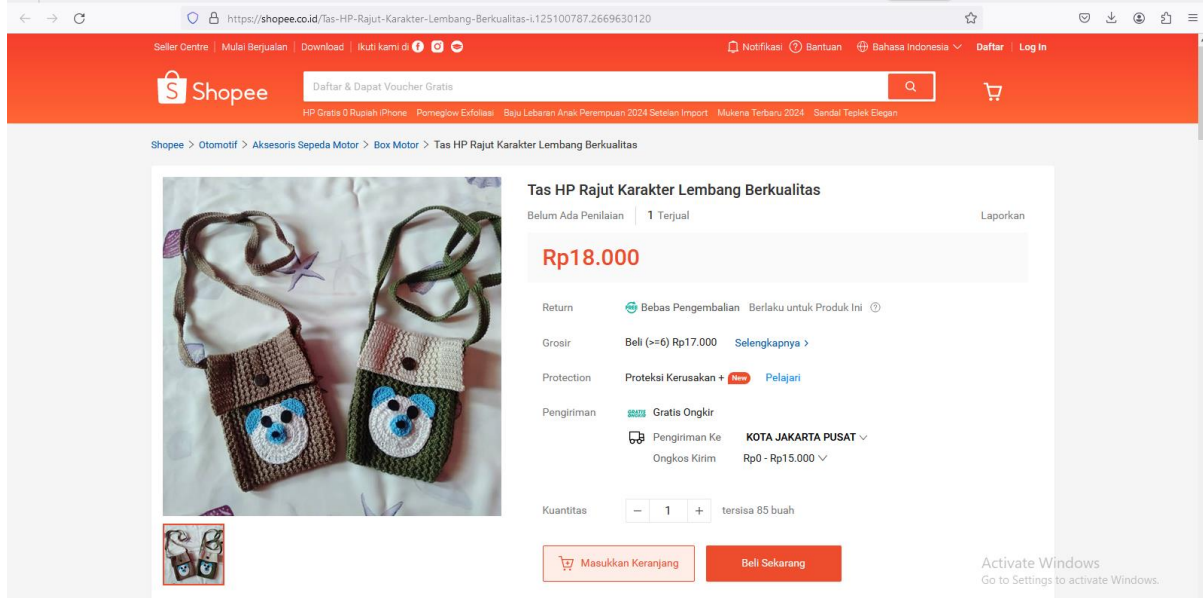


Figure 8. [Shopee Quality Lembang Character Knitted HP Bag](#)

MSMEs producing knitted bags in Lembang have adopted smart marketing strategies by utilizing e-commerce platforms such as Shopee. By partnering with Shopee, MSMEs can reach potential consumers throughout Indonesia efficiently and effectively. One of the main strategies used is to provide various knit bag products at the official Shopee store. Through the official shop on Shopee, MSMEs can showcase their various kinds of knit bag products with complete descriptions and high-quality photos. This helps increase the visibility of their products on the platform and attracts the interest of potential consumers who are looking for knitted bags online. In addition, by using the promotional and discount features provided by Shopee, MSMEs can attract more buyers and increase their sales. Apart from that, MSMEs also adopt active marketing strategies on the Shopee platform, such as participating in promotional programs organized by Shopee, such as Shopee 9.9 Sale, Harbolnas, or flash sale programs. Through these programs, MSMEs can increase their product exposure, attract consumer attention, and increase sales volume in a relatively short time. Not only that, MSMEs also take advantage of the interactive features provided by Shopee, such as the chat feature to communicate directly with potential buyers and provide answers to their questions in real-time. This helps build closer relationships with consumers, increases their trust in the brand, and helps influence purchasing decisions (Wiranata I et al., 2021). With a solid and active strategy on the Shopee platform, knit bag production MSMEs in Lembang can expand their market reach, increase their product sales, and strengthen their online presence. Thus, they can achieve more significant growth in their business and increase competitiveness in the growing e-commerce market.

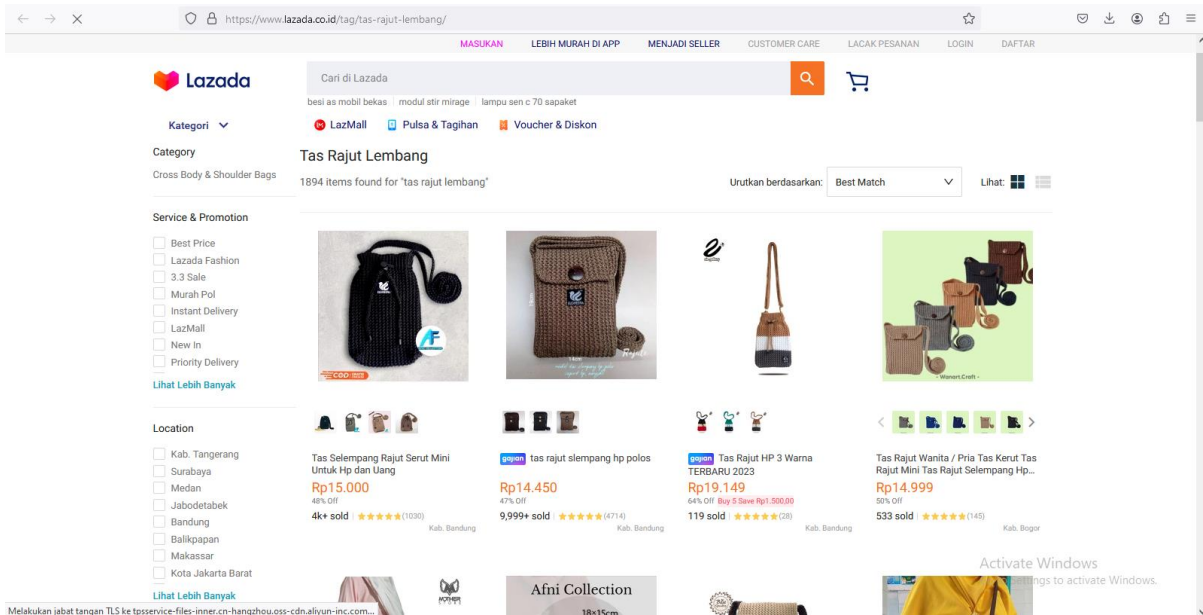


Figure 9. Lembang Knitted BagLazada

MSMEs producing knitted bags in Lembang are implementing collaboration strategies with e-commerce platforms such as Lazada to increase the reach and sales of their products. By joining Lazada, MSMEs have access to millions of active online consumers, which opens up huge opportunities for them to expand their market share. The main strategy implemented by MSMEs is to utilize the features provided by Lazada to increase the visibility and attractiveness of their products. They create attractive shop pages with high-quality product images and informative descriptions. Apart from that, they also take advantage of promotional features provided by the platform, such as discounts or cashback programs, to attract consumer attention and encourage purchases. Apart from that, MSMEs also focus on maintaining the quality of customer service to build a good reputation on the platform. They respond to customer questions and feedback quickly and in a friendly manner, and provide a pleasant and satisfying shopping experience. This helps build consumer trust and increases the likelihood of consumers returning to shop in the future. Apart from using Lazada's internal features, MSMEs also utilize external marketing strategies to increase their presence and sales on the platform. They use social media and online advertising to promote their shop on Lazada, as well as work with influencers or bloggers to recommend their products to their followers. By implementing a collaboration strategy with Lazada, knit bag production MSMEs in Lembang can significantly expand their market reach, increase product sales, and strengthen their position in the e-commerce industry. By focusing on product quality, customer service, and effective promotions, they can leverage the full potential of e-commerce platforms for business growth and success (Gunther, 2009). Thus, implementing a digital marketing strategy can help Lembang Knitted Bag MSMEs increase the visibility and sales of their products. By building websites, utilizing social media, conducting content marketing, and using marketplaces, these MSMEs can reach a wider audience and understand their customers' needs better. Therefore, digital marketing is an important tool that can help Lembang Knitted Bag MSMEs to develop and compete in this digital era.

CONCLUSIONS AND SUGGESTIONS

Conclusion

MSMEs producing knitted bags in Lembang, West Bandung Regency, have great potential to develop and compete in this industry. With unique local products and support from the local community and government, these MSMEs have made significant strides in expanding their market, especially through the use of digital marketing strategies and partnerships with e-commerce platforms such as Lazada. Case studies, surveys and documentation analysis are important tools for these MSMEs to understand markets, customers and business performance.

Suggestions

Knitted bag MSMEs in Lembang must continue to improve the quality of their products in order to compete effectively in an increasingly competitive market. This can be done by following the latest trends in design and production techniques, as well as paying attention to customer feedback. Apart from utilizing e-commerce platforms such as Lazada, MSMEs can also consider expanding their online presence through creating their own website or an active presence on other social media. This will help them reach more potential consumers and build their brand more widely. Good customer service is key to retaining customers and building a good reputation. MSMEs must continue to improve responsiveness and friendliness in responding to customer questions and input, as well as ensuring a positive shopping experience for every customer. Digital marketing continues to develop, and MSMEs must continue to innovate and keep up with the latest developments in online marketing strategies. They can take advantage of new trends, such as collaborations with influencers or the use of new features in e-commerce platforms, to increase the effectiveness of their marketing campaigns. Knitted bag MSMEs in Lembang can also consider building strategic partnerships with other parties, such as universities or research institutions, to support their product innovation and business development. This kind of collaboration can help expand their network and resources, as well as open up new opportunities for business growth and development.

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