

HOME / ARCHIVES / VOL. 7 (2024): INTERNATIONAL CONFERENCE ON EMERGING NEW MEDIA AND SOCIAL SCIENCE / Articles

Optimizing Digital Marketing to Support MSME Promotion and Marketing Activities

Eryansya Alga Fernanda

Universitas Muhammadiyah Sidoarjo

Didik Hariyanto

Universitas Muhammadiyah Sidoarjo

DOI: <https://doi.org/10.21070/pssh.v7i1.598>

Keywords: Digital Marketing, MSMEs, Promotion, Marketing, Digital Era, Jedongcangkong Village

ABSTRACT

In an ever-evolving digital era, Micro, Small, and Medium Enterprises (MSMEs) in Indonesia face challenges in optimally leveraging digital marketing potential. Despite approximately 77% of the population having internet access, many MSMEs still rely on conventional methods, limiting their market reach and visibility. This study aims to explore the importance of optimizing digital marketing for MSMEs, particularly in Jedongcangkong Village, to support promotional and marketing activities. A qualitative approach was employed, utilizing in-depth interviews to gather data. The findings indicate that the implementation of digital marketing strategies, such as the use of social media platforms and data analysis, can enhance campaign effectiveness, expand market share, and strengthen MSMEs' presence in the digital business ecosystem. Furthermore, understanding the Technology Acceptance Model (TAM) is crucial in encouraging the adoption of new technologies. Recommendations from this research include enhancing education and support for MSMEs in implementing digital marketing strategies, enabling them to compete more effectively in an increasingly interconnected digital marketplace.

REFERENCES

Arisandi, M. T. (2018). The Utilization of Digital Marketing for Micro, Small, and Medium Enterprises in the ASEAN Economic Community Era. *JMD: Dewantara Management & Business Research Journal*, 61-76.

Aziz, R. A. (2020). Digital Marketing Content. E-Book Digital Marketing, 1.



PDF

PUBLISHED

2024-09-11

HOW TO CITE

Fernanda, E. A., & Hariyanto, D. (2024). Optimizing Digital Marketing to Support MSME Promotion and Marketing Activities. *Procedia of Social Sciences and Humanities*, 7, 160-171. <https://doi.org/10.21070/pssh.v7i1.598>

[More Citation Formats](#)

ISSUE

**Vol. 7 (2024):
International
Conference On
Emerging New Media
and Social Science**

MAKE A SUBMISSION

ADDITIONAL MENU

- Aims and Scope
- Publication Ethics Statement
- Peer Review Process
- Plagiarism Policy
- Open Access Policy
- Indexing Services
- Guide for Author
- Contact Us

ISSN

ISSN 2722-0672 (online)

SUPPORT CENTER



VISITOR STATISTICS

00005709

[View My Stats](#)

Visitors			See more▶		
	773,251		13,934		5,131
	32,123		6,546		4,797
	26,366		6,163		3,790
	26,074		6,007		3,059

FLAG counter



Sutama, H. D. (2020). Building online marketing and digital branding in the midst
of the Covid-19 pandemic. *Journal of Global Ecoment*, 213-222.

Waluyo, D. (2021). In the wake of the pandemic, MSMEs are increasingly going
digital. Indonesian. Go. Id: Indonesia Information Portal.

Widyarti, I. S. (2017). The Influence of Online Marketing Strategy on the
Increase in MSME Profits. *Bima: Management Frame*, 343-347.

Yati, K. (2023). Saapi on that day. *Pedagogy: Journal of Education*, 1-5.

Most read articles by the same author(s)

- Azriyansyah Fadil Akbar, Didik Hariyanto, [The Influence of Tiktok Media's Popular Language on Students Communication Styles](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Utari Kencana Haris, Didik Hariyanto, [Personal Branding Analysis of @tasyafarasya as a Beauty Influencer on TikTok](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Noval Nabadi Sewi Menza, Didik Hariyanto, [Semiotic Analysis Of The Motivational Message In The Lyrics Of The Song "Good Days" By Sza](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Kharisma Putri Mulyanto, Didik Hariyanto, [The Influence of Influencer Credibility on Instagram on Consumer Trust and MS Glow Brand Loyalty](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Anandita Putri Novianti, Didik Hariyanto, [Analysis of Personal Branding Content Creators on @vinamuliana's Instagram Account](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Eliana Ardelia Gustin, Didik Hariyanto, [Analysis of Audience Reception of Dieting Lifestyle Posts Through Instagram Account @komunitasdietsehat](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Kara Thania Ratti, Didik Hariyanto, [TikTok Users' Perception of Natasha Surya's Personal Branding on Social Media](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Faikatul Anggola Sagita, Didik Hariyanto, [Analisis Wacana Van Dijk pada Kompas.com dalam Pemberitaan Staycation Karyawati Cikarang](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Sandi Putra Lesmana, Didik Hariyanto, [Analysis Of The Moral Message In The Film Srimulat: Hil Yang Mustahal](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*
- Safira Ramadhani Putri, Didik Hariyanto, [A Framing Analysis of Reporting on Student Actions to Forcefully Expel Rohingya in Tirto.id and BBC Indonesia](#), *Procedia of Social Sciences and Humanities: Vol. 7 (2024): International Conference On Emerging New Media and Social Science*

1 2 > >>

Universitas Muhammadiyah Sidoarjo

Jl. Mojopahit No.666B, Sidoarjo, East Java, Indonesia

ossh@umsida.ac.id

Platform &
workflow by
OJS / PKP