



Utilizing Social Media as a Digital Marketing Strategy in Online Business

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Abstrak: Pasar digital (online) hadir sebagai perkembangan dari pasar tradisional (offline) yang mengalami pengaruh signifikan dari perkembangan teknologi. Tidak hanya itu, teknologi yang semakin canggih juga memberikan pengaruh ke berbagai sektor seperti sosial, ekonomi, budaya, politik dan sektor bisnis. Penelitian ini menggunakan kualitatif, Teknik pengumpulan data yang digunakan dalam penelitian ini meliputi observasi, wawancara, dan dokumentasi. Teknik pengumpulan data melalui observasi dilakukan untuk mengamati dan hasil pengamatan akan dicatat berdasarkan kenyataan perilaku dan kejadian yang sebagaimana terjadi pada keadaan yang sebenarnya selanjutnya akan dianalisis. Wawancara digunakan untuk menjawab pertanyaan yang sudah terlebih dahulu disusun oleh peneliti untuk menemukan informasi yang ingin di ketahui. Hasil penelitian ini telah menemukan bahwa strategi penjualan produk yang diterapkan oleh toko online pada media sosial facebook dan instagram dinilai efektif dari data analisis social media. Hal ini sejalan dengan meningkatnya penjualan produk di setiap bulannya. Meskipun terdapat penurunan pada jumlah jangkauan yang dilihat oleh konsumen, tetapi volume penjualan tetap mengalami peningkatan. Untuk dapat berkembang serta meningkatkan volume penjualan, tentunya dibutuhkan konsisten yang tinggi dalam menggunggah konten agar terus aktif dan mengusahakan konten mengikuti tren yang ada.

Kata kunci: Media Sosial, Strategi Pemasaran Digital, Bisnis Online

Abstract. The digital (online) market emerged as a development of the traditional (offline) market, significantly influenced by technological advancements. Furthermore, increasingly sophisticated technology also impacts various sectors, including the social, economic, cultural, political, and business sectors. This study employed qualitative

methods. Data collection techniques included observation, interviews, and documentation. Observation was used to observe and record the results of these observations based on the reality of behavior and events as they occur in actual situations, which will then be analyzed. Interviews were used to answer questions previously formulated by the researcher to obtain the desired information. The results of this study found that the product sales strategy implemented by online stores on Facebook and Instagram was deemed effective based on social media analysis data. This is in line with the increase in product sales each month. Although there was a decrease in the number of views seen by consumers, sales volume continued to increase. To be able to grow and increase sales volume, high consistency in uploading content is required to remain active and strive for content that follows existing trends.

Keywords: Social Media, Digital Marketing Strategy, Online Business

INTRODUCTION

The digital (online) market emerged as an evolution of the traditional (offline) market, which experienced significant technological advancements. Furthermore, increasingly sophisticated technology also impacts various sectors, including social, economic, cultural, political, and business. However, traditional marketing methods are still widely used by businesses, but with technological advancements, they are being leveraged to market products, services, and services digitally. Digital marketing is the process of promoting and finding target markets online through the use of digital platforms such as social media (Yoga, 2023). Online marketing is highly effective for businesses looking to market their products, goods, or services without incurring any costs. Digital marketing techniques have been implemented by online stores to start businesses with minimal capital (Sunarto & Pratiwi, 2022).

Digital marketing has been widely implemented by online stores to launch businesses. Most studies emphasize social media-based digital marketing and include developments related to the products or services offered (Farah et al., 2024; Lailia & Dwiridotjahjono, 2023; Sagita & Wijaya, 2022). This research expands on previous research. While previous authors focused solely on single social media platforms such as Facebook, Instagram, WhatsApp, and e-commerce, this research adds other marketing techniques that are combined and utilized with social media (Gustika et al., 2021). There are not many studies that focus on online stores that started from scratch, conducting numerous experiments until they found a marketing strategy that suited their products. The right marketing strategy is crucial as a factor in increasing sales and achieving

maximum results. Sometimes, many entrepreneurs don't understand how to develop a marketing strategy on social media (Donoriyanto et al., 2023). Involving the internet network into marketing communication channels is the best way to contribute to today's marketing competition.

This article aims to explore the use of social media as a digital marketing strategy for online businesses. One of the dominant factors contributing to online business failure is weak marketing efforts (Novita et al., 2023). Having a good marketing plan is one way to run a business. Entrepreneurs must be innovative and creative in marketing their business. Specifically to understand the marketing strategies implemented by online stores, this article focuses on three important points to explain, including: (1) The application of marketing techniques on social media, (2) Other digital marketing media that support marketing objectives, and (3) Product sales results from the strategies used. Therefore, it is important for online business owners to have a strong marketing strategy or plan. Marketing planning relates to building a brand, targeting consumers, and using appropriate marketing techniques.

Technological advancements have made information easier for users worldwide. One medium that leverages these advances is social media. Information on social media is easily accessible with a wide reach and clear keywords, such as information about thrifting (Sifwah et al., 2024). Social media users can easily find information using the right keywords to find what they're looking for. For businesses marketing their products on social media, it's crucial to pay attention to factors that can influence sales growth (Amalia et al., 2023). One way is to understand marketing strategies that impact your business. Aspiring entrepreneurs can also leverage existing features in social media apps to reach a wider audience. Social media represents a tool for marketers never before available. This concept also brings the possibility of monitoring success indicators, allowing business owners to know within days or even hours whether their goals are likely to be achieved and to react quickly if they fall short.

This study is urgent because many entrepreneurs, particularly those with limited capital, fail due to weak marketing efforts and a lack of understanding of social media marketing strategies. It addresses the practical need for business owners to navigate the increasingly competitive digital landscape. The novelty of this research lies in its

comprehensive approach, which goes beyond previous studies that typically focused on a single social media platform. This article combines an analysis of multiple social media platforms (Facebook and Instagram) with the use of a complementary e-commerce platform (Shopee), utilizing social media analytics as a key metric for success. The primary aim of the study is to explore and explain how an online business can effectively use a multi-platform digital marketing strategy to increase sales volume and achieve maximum results by being innovative, creative, and consistent.

RESEARCH METHODS

A method is a way of working that can be used to obtain something. Meanwhile, a research method can be interpreted as a working procedure in the research process, both in data collection and in revealing existing phenomena. Research on the implementation of digital marketing through social media as a marketing strategy to increase sales volume, using a qualitative approach that makes the author meet directly with shop owners to capture the situation and gather important information about marketing and product sales through social media. In collecting information, data was obtained from the results of interviews with shop owners, the results of content analysis, and personal documents taken while with the sources. Therefore, the data presented is descriptive in the form of words and images that contain quotes from interview data, images, and tables.

In this study, to facilitate data identification, researchers used data sources according to Arikunto, which come from person, place, and paper. Person, the data source is from a person, namely the shop owner. Place, the data source is from a location or place that represents a state of stillness and movement. In this case, the online shop is the object of observation. Paper, the data source is from sales archives related to the online shop's business. Sales archives can be obtained from track records on social media, both in promotions and stored records related to product sales. Data is also obtained from analyzing social media used for promotions and sales. This analysis method is often called Social Media Analytics (SMA), obtaining data from the results of social media analysis.

The data collection techniques used in this study include observation, interviews, and documentation. Observation was used to observe and record the results of observations based on the reality of behavior and events as they occur in actual situations, which will then be analyzed. Interviews were used to answer questions previously

formulated by the researcher to obtain the desired information. The final data collection technique was documentation. Documentation was used to collect important data during the observation process, including screenshots of information deemed important from social media, online stores, and interview results in the form of audio recordings.

The data analysis stages used in this study were to create a systematic and factual overview. The analysis was conducted in three ways: reducing or simplifying the data, presenting the data, drawing conclusions, and validating the data. Validation aims to more accurately and objectively assess the data's suitability to the objectives outlined in the basic analysis concept.

RESULTS AND DISCUSSION

Marketing Techniques Used on Social Media Facebook and Instagram

Marketing Through Facebook

Facebook is a social media platform that serves as a marketing communication tool used by online stores to launch their businesses. Business owners can leverage everything Facebook offers for free to generate profits. As a product marketing tool, it's important to pay attention to Facebook's appearance to make it easier for consumers to search through search engines. Facebook profiles, or social media profile displays, have become essential tools in the arsenal of marketers, aiming to improve the efficiency of marketing campaigns and simple search engine searches, enabling companies to reach their clients faster and more accurately than ever before.

The first thing people usually see is our profile, which contains our name, contact information, and other information related to the product. The information we display makes it easier for consumers to contact us to purchase or consult about the products we offer (Arda Sultan, Personal Interview, 2020)5”.

Facebook, as a social media platform, is equipped with software and technology features that can be utilized for marketing. Some features utilized by online stores include uploading photos and videos, commenting, creating groups, creating a marketplace, and updating ads. Facebook marketplace profiles display the store's full name, location, and also display an image or logo. Stores. Additionally, they utilize Facebook's photo and

video upload feature. Online stores market their products on Facebook by uploading photos and videos, along with brief descriptions of the products they offer.

Online stores utilize direct marketing by commenting on posts related to products consumers are searching for. Online groups on Facebook are also used for collaboration, enabling discussions, various activities, and promotions. Groups include consumers and producers selling or seeking products on the same topic. Online store products display product photos and include product links to facilitate consumer transactions. The advertisements also include contact information for direct communication between consumers and producers about the products offered, whether for price negotiations or to reach a transaction agreement.

Online stores also use Facebook for promotional purposes, offering both paid and free advertising services. Within their Facebook Marketplace profile settings, there's a "Quick Actions" feature, which includes sections like "delete & re-offer," "update," "re-offer," and "offer shipping." The "update" section allows you to upload product photos and update your offerings, helping consumers find similar products using search keywords.

Marketing Through Instagram

The Instagram profile is the most important part that consumers will see first. Therefore, the Sadra.second store's Instagram profile displays the store logo, store name, store location, hashtags used to check product availability, and product links from other pages. The online store's Instagram profile uploads product photos and videos. When marketing through Instagram, content is a key element that needs to be considered, so creating content for the Instagram feed is usually related to attractive visuals. Online stores must have a distinctive character in the product photos and videos they display. Product photos are displayed against a white background, accompanied by...Product measurements, such as chest circumference and clothing length, are then placed on the right side of the photo. On the left side of the photo, the brand logo is placed if the product is from a well-known brand. In addition, the final section includes a video showing the actual physical condition of the product, showing the product color, product condition, and product flaws. The description section is completed with the product brand name if the product is from a well-known brand, the product price, how to order, and how to make

a transaction. The description is also equipped with hashtags or hashtags used and utilized by Instagram users to check product availability. In addition to having feeds, there are also reels. Instagram reels is a feature offered by Instagram in the form of short videos that can contain a collection of photos made into one video or a combination of short videos used to promote products. In creating reels, online stores utilize it by displaying short videos or edited photos that visually showcase the product using currently trending music, complemented by the use of leading captions and trending hashtags. This must be done by online stores to attract the attention of potential customers with interesting content and reach a wider customer base.

Added Digital Marketing Strategy

Another digital marketing strategy used by online stores is e-commerce. A good e-commerce marketing strategy can help build brand awareness, foster customer loyalty, and ultimately increase online sales. Online stores typically use two social media platforms, Facebook and Instagram, for promotion by linking to their e-commerce sites. The buying and selling process for online stores is conducted through Shopee. This statement, based on an interview with the online store owner, also explains:

Customers from our online store who are interested in purchasing are usually directed directly to Shopee. From our communication on Facebook and Instagram, we usually see several customers negotiating. Based on the agreed-upon negotiations, we'll then be provided with a link.checkout (Shopee) which has edited the price according to the previous agreement (Helmi, Personal Interview, 2025)".

Additionally, Shopee also offers a product boost feature to attract more visitors by promoting products to the top of the list for free by including five product slots. Another feature utilized by online store owners is consumer reviews of purchased products. One marketing technique that significantly contributes to product evaluation is electronic word of mouth. This marketing technique helps increase e-commerce sales, such as through reviews from other customers. Reviews from consumers who have made transactions help build customer trust and serve as a tool for assessing product quality.

Online Store Sales Results

Gross revenue in January 2025 on Shopee e-commerce was Rp. 1,400,000 with 14 orders of products sold. Total visitors were 871 with 3.4 thousand product reaches. Gross revenue in February was Rp. 3,800,000 with 17 orders of product sales sold. Total visitors in February decreased to 794 visitors with the same number of product views, namely 3.4 thousand. There was an increase in sales from 14 orders in January, rising to 17 orders in February. In March 2025, 24 orders were sold with gross sales revenue of Rp. 3,200,000. In this month, there was a decrease in revenue but sales volume increased from 17 orders in February to 24 orders in March. In this month, the total number of visitors increased to 1.1 thousand with 5 thousand product views. Every month, the online store experiences an increase in sales and an increase in the reach of accounts seen by users.

The results of this study demonstrate that entrepreneurs with limited capital can market their products by utilizing social media and other platforms to achieve the desired results. A successful social media marketing strategy requires an understanding of the various types of social media, how they work, and the motivations and needs of users. Using social media. This study differs from previous research in that it used analytical data from social media platforms as a measuring tool to determine the development of products marketed through content and advertising. The results of the study revealed a unique advantage, where online stores demonstrated the involvement of other platforms, namely e-commerce (Shopee), which were utilized for secure interactions in the buying and selling process. The use of this platform positively impacted both parties, allowing for monitoring of transactions, products, and additional communications, building consumer trust (Ikhsani & Dhanar Intan Surya Saputra, 2023; Nurussufiah et al., 2022).

Most of the research, including practical guides on how to market products on Facebook, focuses on only one social media platform. One such study (Adam et al., 2022) According to the author's observations, there is still insufficient depth in how to utilize Facebook's features and potential in marketing activities. In contrast to current research, Facebook's existing features are maximized as best as possible to introduce and promote products in online stores (Naimah et al., 2020). The largest number of social media users in Indonesia is Facebook, with Instagram in second place. This information

forms the basis of current research, which is also used by most online stores to promote their products on Facebook and Instagram. In a study conducted by (Vernia, 2017). The author states that the purpose of the internet, and specifically social media, is to disseminate information and for work. In this study, social media was used to disseminate information, so disseminating information related to sales products is an appropriate way to promote products.

Consumer participation is considered key to product marketing success. Marketing through social networks allows businesses and customers to connect and influence each other in ways that are not immediately apparent (Sangadji et al., 2024). The results of this study indicate that online store owners direct consumers to make transactions on e-commerce platforms (Shopee). Besides ensuring secure and reliable transactions, which are monitored by Shopee, consumers can also be drawn to reviews from previous customers. This relates to the cultural importance of social media, which has become a primary source of information for many people, anytime and anywhere. Most consumers, before deciding to purchase something, first research the product they intend to purchase.

One factor that makes potential customers feel confident about a product or service is reviews from other customers. This means that previous customers have purchased and experienced the product and then left positive comments that influence potential customers. This is electronic word of mouth, which directly helps increase product sales through e-commerce (Silajadja et al., 2023). This is in line with the statement (Fadhilah, 2024) that psychological factors, namely previous buyers' assessments, greatly influence the brand image and reputation of the store in the eyes of potential consumers who will determine purchases.

Social media marketing is a practical online marketing strategy that has gained popularity due to advances in information technology. Advances in technology and information systems are feared to threaten traditional markets. However, the presence of online markets also makes them more advanced and developed. In response, traditional markets require innovation to continue to coexist with current technological advancements. Research shows that small businesses, which generally have limited budgets and resources, can benefit from what online markets offer, particularly social

media marketing. One example is increased sales. With the growing number of people using social media and the development of social selling tools, social networks are becoming increasingly important for product discovery and e-commerce. Research findings indirectly indicate that consumers are more comfortable transacting through e-commerce. The process within e-commerce is more organized and makes it easier for users to view their payment history digitally..

The development of technology and the internet has made online shopping more convenient for consumers. There are many benefits to online shopping, including saving time, having items delivered to the specified address, and the convenience of exploring product features through descriptions and images. However, online shopping also has drawbacks, one of which is the potential for fraud. To avoid being scammed when shopping online, you need to be mindful of the e-commerce platform you use, check store reviews and ratings, and choose a secure payment method. Therefore, store reviews and ratings are crucial for building trust with potential new customers.

Promotional activities are a crucial element in driving potential customers to the purchasing stage. Online store owners promote products on social media platforms like Facebook and Instagram. This ensures that product content is packaged attractively, tailored to the specific social media platform used, and attracts the attention of target customers. Research shows that online stores utilize social media as a promotional tool, enabling them to share content and communicate in two-way communication with multiple consumers through online groups. The primary benefit of social media is the ability to create organic content at no cost. There are no limits to the volume of content posted, as all available resources and features are freely available for use or shared to increase engagement. E-commerce, on the other hand, serves as an online catalog for transactions, providing convenience for both owners and potential customers. Through e-commerce, potential customers can also view reviews from previous customers, which can serve as benchmarks for the quality and service of an online store (Nisa & Kurniawan, 2023).

Marketing through social media shows a monthly increase in product views. Therefore, it can be said that the promotional media used and the strategies implemented have succeeded in attracting the attention of potential consumers and have the potential

to increase sales volume. This result can be attributed to the influence of consumer psychology on purchasing decisions. Purchasing decisions are influenced by consumers' previous experiences, including references to the product and verbal communication from other consumers, or visual forms. When consumers perceive appealing shapes, colors, sounds, and visuals in content, they spark deeper curiosity about the product, leading to a planned or unplanned purchase.

This research provides lessons for online store owners to first determine the media used for promotion and transactions. Next, novice entrepreneurs need to identify effective marketing strategies based on the chosen promotional media. Each social media user is unique, based on their characteristics and the functionality of the platform itself. Maximize the available features and free advertising for promotions and communication with potential customers. Social media profiles also play a crucial role as a store identity, ensuring they contain important information such as the store name, address, and contact information links, as well as other platforms connected through those links. Of course, novice entrepreneurs don't have the financial resources of larger businesses. Therefore, those with limited capital must conduct extensive testing to determine which marketing strategy is suitable for the development and progress of their business. Selecting social media for product marketing is also an effective and efficient medium. Besides, it doesn't require...While costly, marketing through this method can also be monitored and measured. So, if a marketing strategy fails, you can try a new one until you find one that suits your business.

CONCLUSION AND SUGGESTIONS

A key finding from this study indicates that the product sales strategy implemented by online stores on Facebook and Instagram is considered effective, based on social media analysis data. This is consistent with the increase in product sales each month. Despite a decrease in the number of views reached by consumers, sales volume continues to increase. To grow and increase sales volume, consistent content uploads are essential, maintaining activity and ensuring content follows current trends. Social media marketing is a viable approach for businesses with limited financial resources. This approach can

reach the desired market and attract consumers to purchase products with minimal investment for maximum results.

This research complements previous research on digital marketing through social media. Most previous studies focused on marketing on a single medium, such as Facebook or Instagram. However, a comprehensive discussion and evidence from previous research serve as additional information to strengthen the current research. Knowledge from this research can be used for both novice and existing business owners to develop their businesses. Entrepreneurs who are just learning how to promote their products on websites, social networks, or directly need to understand the right strategies based on the products they offer through numerous trials. Technological advances and easy internet access are crucial for business growth. This relates to social networks or platforms that can be connected to each other. Utilizing features to connect with other social networks is a collaborative effort to complement each other's weaknesses and leverage the strengths of each application or platform.

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