

# The Strategy of Home Industry Survival with Digital Marketing Development and Training in Aluminum Industry in Suci Village, Panti District, Jember Regency

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**Abstract:** The aims of paper was develop a survival strategy with digital marketing innovation for the aluminum cookware home industry in the midst of competition between businesses in Suci Village, Panti District, Jember Regency. This paper used a qualitative method. The methods used in this community service activity are a participatory, practical approach, and mentoring tailored to the needs of MSMEs in Suci Village, Panti District, Jember Regency. The result showed a survival strategies for home industries through the development of digital marketing strategies for MSMEs are a very important issue in today's digital era. Various efforts must be carried out in an integrated and comprehensive manner to help MSMEs develop digital marketing capabilities, thereby increasing competitiveness and expanding market reach. The results achieved can be divided into two main categories: increased knowledge and implementation of digital marketing strategies

**Keywords:** Digital Marketing, Industry, MSMEs and Survival Strategy.

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## I. INTRODUCTION

One of the economic strengths that has been supporting the Indonesian economy and regional economic strength is the presence of micro, small, and medium enterprises (MSMEs). While the global economy and the Indonesian economy experienced a recession, MSMEs were not negatively impacted in the slightest by the economic recession. In fact, most MSMEs were able to continue to develop their businesses to support the national economy. MSMEs can maintain and increase their contribution to regional economic growth and increase revenues in the state tax sector, supported not only by large-scale industries but also significantly by small-scale industrial groups.

Home industry is a small-scale company unit engaged in a particular field. Usually this business only uses one or two houses as a production, administration and marketing center at the same time. When viewed from the business capital and labor absorbed, it is certainly less than large

companies in general. (Jasa, 2018). Small industries are very important because they are part of the overall national industry which is not only an effort to equalize development, but as something that has earned a place in the social structure, because 1) They absorb a lot of labor 2) They participate in harmonizing the country's economic circulation and are able to live side by side with companies 3) Small industries can play an important role and support large businesses. 4) They can provide raw materials, packaging spare parts, auxiliary materials and so on. 5) Small businesses can be carried out as the spearhead for large businesses by distributing and selling the results of large businesses to end consumers. (Rahel, 2018) To maintain the survival of a business, a strategy is needed for every business actor, because in every business activity, a strategy is needed to maintain its business. Marketing innovation is crucial for every business, both in terms of quality and service provided to consumers. This reflects the sustainability of any business. In addition to survival strategies, businesses also need appropriate marketing processes to capture market share and

retain customers.

The existence of small industries is currently highly anticipated, as they possess several potentials that serve as the basis for future development. The role of small industries in the workforce is estimated to be around 50% of the available workforce. As a substitute source for new entrepreneurs, small and medium industries have been proven to support the growth and development of new entrepreneurs (Sukma, 2018). In today's era, it is not easy for entrepreneurs to maintain their businesses. In running a business, various methods are needed to maintain the superiority of their products to face competition. Very tight competition is certainly something that needs to be considered by every entrepreneur, especially competition between the same type, this is a problem for every entrepreneur running a business. Competition includes all offers and substitute products offered by competitors, both actual and potential, that a buyer might consider. (Kotler and Keller, 2020)

A home industry's survival strategy in the face of competition is a plan to maintain small businesses, implemented through appropriate survival strategies and marketing innovations, to remain resilient in the face of competition among other businesses in the same area. One way is to keep up with the constantly evolving information technology. Information technology is developing rapidly. Some Micro, Small, and Medium Enterprises (MSMEs) utilize information technology to run their businesses. The increasing number of competitors is a consideration for business actors to innovate to win the competition. The right marketing communication strategy is used to achieve the target market share and increase sales (Pradiani, 2017).

Micro, Small, and Medium Enterprises (MSMEs) must be able to compete in the international market to avoid being oppressed. Moreover, in this era of competition, MSMEs should be open to information technology (IT) to facilitate marketing their products internationally. In today's digital era, MSMEs will need the right information technology to grow and compete in the current digital era. MSMEs face difficulties in obtaining appropriate information technology solutions because they lack specialized staff with expertise in the dynamic field of information technology. Another obstacle, the wide variety of technology products, makes it difficult for MSMEs to choose the right solution. Therefore, MSMEs need guidance in selecting the right information technology for their business type and needs.

Digital marketing become one of the media frequently used by business actors due to the new ability of consumers to follow the digitalization flow, several companies are gradually starting to leave the conventional marketing model and switch to modern marketing. With digital marketing, communication and transactions can be done at any time/in real time and can be accessed worldwide, someone can also see various goods via the internet, most of the information about various products is already available on the internet, ease of ordering and the ability of consumers to compare one product with another (Kotler and Keller, 2020).

One of the small industries engaged in the field of cookware that has tight competition between the same type of business is in Suci Village, Panti District, Jember Regency, there are two villages that are the center of household equipment production, namely in Serut Village and Suci Village. This village is about 20 kilometers (km) from the center of Jember City. The majority of the residents of this village depend on their livelihood from the business of making aluminum cookware. Along the road entering the village are rows of residents' houses that are used as production and sales places for aluminum-based household appliances.<sup>6</sup> This area is indeed very well known by other areas as an area producing aluminum cookware such as: steamers, pans, ovens, with the strength of the brand of the products produced. Many consumers compare products from this area with products produced by other areas, so many consumers choose to buy them in this area. This has become a phenomenon to provide training and strategy development for MSME business actors in Suci Village, Panti District, Jember Regency.

Digital marketing allows MSMEs to reach a wider range of consumers at a more cost-effective rate than traditional marketing methods. By utilizing platforms such as Instagram, Facebook, and e-commerce, MSMEs can significantly increase their product visibility. A study shows that businesses that are active on social media can increase sales by up to 30% within a year. Although digital marketing offers many opportunities, many MSMEs in Suci Village, Panti District, Jember Regency face various challenges in adopting this technology. Some of the main challenges include 1) Limited digital knowledge where many MSMEs do not have sufficient understanding of how to use digital tools for marketing; 2) Limited access to technology where some MSMEs in remote areas may have difficulty accessing the internet or digital devices and 3) intense competition with more and more businesses turning to digital marketing, competition is becoming increasingly fierce.

The purpose of paper develop a survival strategy with digital marketing innovation for the aluminum cookware home industry in the midst of competition between businesses in Suci Village, Panti District, Jember Regency. This paper is expected to add new knowledge and new science for academics, especially those related to the survival strategy with digital marketing innovation for the aluminum cookware home industry in the midst of competition between businesses in Suci Village, Panti District, Jember Regency.

## II. LITERATURE REVIEW

### ➤ Digital Marketing

*Digital marketing* can be defined as marketing activities including branding that use various web-based media (Sanjaya & Tarigan, 2019). E-Marketing or digital marketing is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, can communicate on a global scale, and change the way companies do business with customers (Ali, 2019). Digital marketing is marketing that uses digital technology. One form of digital marketing using electronic

media or the internet is internet marketing (e-marketing). E-Marketing is a marketing process that uses electronic communication technology, especially the internet. The role of digital marketing strategy can be important in keeping up with developments in digital technology and developing plans to attract consumers and direct them to a combination of electronic and traditional communication (Chaffey et al., 2019).

According to Chaffey et al., (2019) retention can be achieved by increasing knowledge about consumers such as profiles, behaviors, values, and loyalty levels, then integrating targeted communications and online services according to the needs of each individual. Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, emails, AdWords, or social networks (Sanjaya & Tarigan, 2019). The presence of digital marketing is caused by the advancement of technological developments with Web 2.0 accompanied by mobile technology, quoted from the book *Cracking Zone* by Kasali (2019) where with mobile technology, everyone who has an internet network can get accurate information just in the palm of their hand.

Making a company "easily" accessible to customers by having a presence on media platforms with direct customer access is the essence of digital marketing. This is truly a horizontal approach. When marketers and customers are aligned, both can reach each other, customer satisfaction with service can be met, as customers must be served horizontally (Kartajaya, 2019).

Hasan (2019) describes that digital marketing has a number of characteristics as follows:

- Efforts to increase business interactivity with technology-dependent customers.
- An electronic dialogue (interactive technology) to provide access to information to customers (communities, individuals), and vice versa.
- The effort to conduct all business activities via the internet for research, analysis and planning purposes to find, attract and retain customers.
- Efforts to increase the acceleration of buying and selling of goods and services (certain), information and ideas via the internet.

Digital technology has transformed the way humans "speak," communicate, act, and make decisions. Every day, we are constantly in touch with various technologies, from the internet to mobile phones. This proves that the digital world has become our world. The following are concepts, principles, or laws that marketers need to pay special attention to when conducting marketing, branding, and selling activities in the digital world (Sanjaya and Tarigan, 2019). Today's consumers pay attention to the content presented by marketers, thus forming irrational thoughts aimed at influencing consumer purchasing decisions (Febriyantor, 2016).

The principle in question is The Seven Laws, an acronym of the 7 letters DIGITAL, namely: Differentiate products or services; Simplify ideas; Use creativity; Identify customer or buyer positions in digital media; Deliver on promises; Align digital marketing strategies with organizational strategies. This makes marketers shift their vertical approach to a horizontal one. This horizontal approach is considered effective for the current market situation, where the position of marketers and consumers is the same. Both are equal in terms of obtaining information and exchanging information with anyone, anywhere, and in the same field. In this era, consumers are free to access unlimited information about the desired product, and choose various offers from anywhere to get the product at the best price.

In this new wave era, marketers are increasingly being pushed towards low-budget, high-impact marketing strategies. The power of this era is pushing marketers not only to acquire new customers but also to innovate to retain existing ones, especially potential ones. With Web 2.0, people have found it easier to express themselves through social media. This is why many marketers are starting to explore the world of social media to attract and retain customers, as this marketing medium is profitable for companies with low budgets but with very high impact (Kodrat, 2019).

Social media is defined as a group of internet-based applications that form the ideological and technological foundation of Web 2.0, enabling the creation and exchange of user-generated content (Stockdale and Scheepers, 2019). Social media applications range from instant messaging to social networking sites, offering users the opportunity to interact, connect, and communicate with one another. These applications primarily aim to engage the public. In a business context, people engagement can lead to profit generation. Wardhana (2019) found that digital marketing strategies contribute up to 78% to the competitive advantage of MSMEs in marketing their products. Utilizing digital marketing has several advantages, including:

- Targets can be set according to demographics, domicile, lifestyle, and even habits;
- Results are quickly visible so marketers can take corrective action or make changes if they feel something is not right;
- Costs are much cheaper than conventional marketing;
- Wider reach because it is not geographically limited;
- Accessible at any time without time limits;
- Results can be measured, for example the number of site visitors, the number of consumers who make online purchases;
- The campaign can be personalized;
- It can engage or reach consumers because communication occurs directly and in two directions, so that business actors build relationships and grow consumer trust.

On the other hand, digital marketing also has weaknesses, including:

- Easy to copy by competitors;
- Can be misused by irresponsible parties;
- Reputation becomes bad when there is a negative response;
- Not everyone uses internet/digital technology.

Digital marketing strategies using social media are crucial because they provide MSMEs with knowledge on how and how to expand their consumer network through the use of social media to market their products, thereby enhancing their competitive advantage. The use of the internet has transformed most marketing concepts, which previously relied solely on the marketing mix of product, process, place, and promotion. However, recent developments have added a 4C approach to marketing, including customer, cost, convenience, and communication (Smith, 2023). Businesses must consider costs to maximize profits, and internet use also provides convenience for consumers, as consumers can purchase products from home. Companies need to develop two-way communication to foster strong customer relationships (Smith, 2023).

#### ➤ *The MSME Survival Strategy with Marketing Innovation*

The survival strategy implemented by a company is closely related to the company's ability to survive. The ability to survive is more possessed by small and medium industries because the nature of the business itself is directly managed by the owners so that it is flexible in adapting to environmental changes and has a speed of determination. The ability to survive of small and medium industries that survive. A company depends on: (1) the startup size, the number of employees owned when the company started, (2) capital intensity, reflecting the production costs that must be incurred especially for fixed costs, and (3) debt structure, capital structure especially caused by the amount of debt interest as a fixed burden that must be borne. Changes in the value of the three elements above cause changes in the level of survival of a company.

In this context, product innovation is one of the main strategies that companies can use to increase competitiveness (Winarno & Hartanti, 2023). Product innovation includes not only the development of new products but also the improvement of existing products to meet the ever-changing needs and expectations of consumers. Therefore, companies that are able to innovate effectively have a greater chance of surviving and growing in a competitive market (Pasaribu et al., 2024). Furthermore, product innovation plays a crucial role in creating added value for a company. Innovative products not only attract consumer interest but can also provide significant differentiation compared to competing products. In this context, companies are required to not only follow market trends but also be pioneers in creating relevant innovations (Wahyudi et al., 2023). Therefore, an appropriate innovation strategy is key for companies not only to maintain their existence but also to achieve sustainable growth. Furthermore, with technological advances, companies now have easier access to research and development, enabling MSMEs to create more innovative and efficient products (Wahyunto, 2024). However, although many companies recognize the importance of product innovation, a number of

challenges remain (Afifah et al., 2023). Many companies struggle to implement innovation effectively, either due to a lack of resources, an unsupportive organizational culture, or a lack of understanding of the market and consumer needs. This raises important questions about how companies can overcome these obstacles and optimize the MSME product innovation process (Pasaribu et al., 2024).

### III. METHOD

This writing method used a qualitative. The method used in this community service activity is a participatory, practical, and mentoring approach tailored to the needs of MSMEs in Suci Village, Panti District, Jember Regency. Partners in the community service activity are Suci Village, Panti District, Jember Regency with the participants being members of MSMEs in Suci Village, Panti District, Jember Regency who are MSMEs fostered by Suci Village, Panti District, Jember Regency. The purpose of method is to provide participants with a deeper understanding of digital marketing and help MSMEs implement appropriate strategies to develop their MSMEs businesses. The activity implementation method consists of several stages which are explained in detail as follows:

- Socialization and introduction of digital marketing with the aim of raising awareness among MSMEs about the importance of digital marketing in the digital era and broadening MSMEs' insights into various digital platforms that can be used for product marketing.
- *Workshop* business account creation and content management with the aim of providing practical skills on how to create business accounts on social media and e-commerce platforms, as well as managing effective marketing content to attract audience attention.
- The expected output is that participants can create and manage MSME business accounts on social media and create attractive and effective marketing content.
- Training on the use of digital marketing tools (SEO, Google Ads, and Email Marketing) with the aim of providing knowledge and skills in using various digital marketing tools to increase product visibility in search engines and attract more consumers.
- Mentoring and implementation with the aim of helping participants implement digital marketing directly in MSME businesses and providing assistance to resolve obstacles that MSMEs face during the implementation process.
- Consultation and problem solving by providing consultation sessions to help participants overcome technical problems or challenges that MSMEs face in implementing digital marketing.
- Monitoring and evaluation with the aim of evaluating the success of community service activities and measuring their impact on the development of MSMEs in Suci Village, Panti District, Jember Regency
- The purpose of forming groups and networks is to: Establish a community or study group among MSMEs to share experiences and support each other in implementing digital marketing. The Collaboration Network encourages



collaboration between participants and other parties, such as digital marketers or influencers, which can help increase the visibility of MSME products.

#### IV. RESULTS AND DISCUSSION

The results of paper aim to develop a digital marketing strategy for MSMEs in Suci Village, Panti District, Jember Regency, which has been successfully implemented. This activity yielded a number of significant results, both in terms of theoretical understanding and practical application. The results achieved can be divided into two main categories: increased knowledge and implementation of digital marketing strategies.

##### ➤ *Digital Marketing Knowledge Enhancement*

As a result of the socialization and training, MSME participants demonstrated a significant increase in their understanding of digital marketing. Prior to this activity, many MSMEs in Suci Village, Panti District, Jember Regency, relied solely on traditional marketing and did not fully understand the potential offered by digital platforms. Through this activity, participants learned the basic concepts of digital marketing, the role of social media in marketing, and various digital tools such as SEO and Google Ads. Based on initial survey results, approximately 80% of participants did not know how to utilize social media as an effective marketing tool. However, after participating in the training, more than 90% of participants were able to identify various digital platforms that can be used to promote MSME products and understand how to optimize their use.

##### ➤ *Content Implementation and Business Account Management*

One of the key outcomes of this training was the participants' ability to create and manage business accounts on digital platforms. 100% of workshop participants successfully created business accounts on social media platforms like Instagram and Facebook and registered on e-commerce platforms. Furthermore, participants were trained to create engaging marketing content, including product photos, videos, and captions tailored to their audience.

For example, one participant in the handicrafts industry reported increased engagement and follower count on her business's Instagram account after participating in the training. She also reported that the SME began receiving more inquiries from customers via Instagram direct messages (DMs).

##### ➤ *Implementation of Digital Marketing tools (SEO, Google Ads, and Email Marketing)*

After training on SEO, Google Ads, and email marketing, the participants began to apply some of the techniques they learned. While not all participants immediately implemented all of the tools, most successfully performed basic SEO optimization on the products their MSMEs sell on e-commerce platforms and websites. Some participants who previously had no idea what SEO was now began to pay attention to relevant keywords for MSME products. Meanwhile, several MSMEs have also begun using

Google Ads to promote their products to a wider consumer base. One participant selling local food products reported that paid advertising through Google Ads significantly increased sales.

##### • *Further Mentoring and Evaluation*

Following the training session, participants received mentoring to help MSMEs implement the strategies they learned. Mentoring was provided individually and in groups, with participants receiving direct assistance with content creation, business account management, and the use of digital marketing tools.

Based on evaluations conducted periodically, 70% of participants reported that MSMEs have started using digital marketing in their MSME businesses and felt the impact, such as an increase in the number of online visitors and sales transactions.

Based on the results of the questionnaire conducted after the training "Development of Digital Marketing Strategies for MSMEs in the Digital Era" in Suci Village, Panti District, Jember Regency, it can be concluded that This activity has a positive impact on increasing the understanding and digital marketing skills of the participants, namely:

##### • *Increased Understanding and Confidence*

The majority of participants experienced a significant increase in their understanding of the importance of digital marketing, with most feeling more confident in using social media for product marketing. High average scores on questions related to digital marketing understanding and social media use indicate that participants are beginning to understand and see the added value of digital marketing in expanding the reach of MSMEs.

##### • *Implementation of Digital Marketing Tools*

Most participants successfully created business accounts on social media and e-commerce platforms and began managing marketing content for their MSMEs. While challenges remain regarding content consistency and creativity, the majority felt skilled at creating engaging content, which has the potential to increase audience engagement. The implementation of SEO and Google Ads techniques also showed positive results, although some participants still needed further exploration in optimizing these digital tools.

##### • *Positive Impact on Business*

Several participants reported a positive impact of the training on increasing sales and visibility of MSME products on digital platforms. This was reflected in the high scores on questions regarding the training's impact on sales and online interactions. However, some participants still encountered technical challenges that required further assistance to maximize the potential of digital marketing.

##### • *Self-Sufficiency and Benefits of Training*

Most participants felt ready to implement digital marketing strategies independently after this training. While

there were some areas for improvement, particularly regarding the use of paid advertising and SEO optimization, the training was deemed very beneficial for the development of MSMEs.

Based on the results of the activities that have been carried out, several important aspects can be discussed regarding the implementation of digital marketing strategies for MSMEs in Suci Village, Panti District, Jember Regency:

- *Challenges Faced by MSMEs in Adopting Digital Marketing*

Most MSMEs in Suci Village, Panti District, Jember Regency, initially faced significant challenges in adopting digital marketing, particularly in terms of understanding and technical skills. Many MSMEs were unfamiliar with digital technology and lacked knowledge of how to use digital marketing tools. Therefore, the success of this activity was inseparable from its highly practical approach, where participants were not only provided with theory but also directly involved in the practice of content creation and business account management. Furthermore, limited internet access in some areas also posed a barrier for some MSMEs. Nevertheless, this training provided a solution by providing flexible training that could be conducted via smartphones and other existing devices.

- *The Importance of Using Social Media in Product Marketing*

Using social media as a marketing tool is crucial for expanding the market reach of MSMEs. Training results show that participants who implemented social media marketing strategies experienced increased visibility for MSME products. Social media platforms like Instagram and Facebook allow MSMEs to interact directly with consumers, increase brand awareness, and build customer loyalty. However, many participants still struggle with consistent posting and audience engagement. Some MSMEs need to regularly improve the quality of their content to retain their audience and increase the chances of converting into sales.

- *The Role of SEO and Google Ads in Increasing Sales*

The implementation of SEO techniques and the use of Google Ads by some participants demonstrated significant potential in increasing the visibility of MSME products in search engines and digital advertising platforms. Although many participants were new to SEO, MSMEs reported that small changes, such as optimizing product titles and descriptions in e-commerce, can have a positive impact on their product visibility in Google search.

Some participants' use of Google Ads has also begun to yield encouraging results, such as increased clicks on ads and sales conversions. However, several participants acknowledged that MSMEs still need to learn how to target the right audience to make their advertising more effective.

- *Success in Ongoing Mentoring and Evaluation*

One aspect that distinguishes this activity from other training programs is the post-training mentoring provided. This mentoring helps participants address issues that arise

after MSMEs begin implementing digital marketing in their businesses. With direct mentoring, participants feel more supported and confident in applying the knowledge they have acquired. Regular evaluations are also crucial for assessing participants' ability to implement the strategies they have learned and providing valuable feedback to improve future training.

This training covers a variety of important topics designed to equip participants with digital skills relevant to current market needs. Some of the materials discussed include how to develop engaging content ideas and plans to capture consumer attention. Furthermore, it provides insights into photo and video content production and sales strategies through the TikTok Live Shopping and Instagram Reels platforms. Furthermore, participants are also given the opportunity to directly practice the material learned through simulation sessions and case studies. With an integrative and applicable approach, this training is expected to help MSMEs utilize digital technology to expand market reach, increase competitiveness, and support their business growth in this increasingly competitive era. There is synergy between the business world and academia in encouraging the transformation of MSMEs into the digital era. With all the provisions provided, it is hoped that the 10th goal of the SDGs to support efforts to reduce inequality, particularly by providing access to digital knowledge and technology for MSMEs in areas such as Suci Village, Panti District, Jember Regency, thereby encouraging broader economic inclusion can be achieved.

## V. CONCLUSION AND RECOMENDATION

Developing a digital marketing strategy for MSMEs in Indonesia is a crucial issue in today's digital era. Various efforts must be undertaken in an integrated and comprehensive manner to help MSMEs develop digital marketing capabilities, thereby increasing their competitiveness and expanding their market reach. Efforts to develop a digital marketing strategy for MSMEs in Indonesia require an integrated and sustainable approach. Digital marketing outreach and training, as well as the development of a digital ecosystem that supports MSME growth, are key to enhancing their ability to utilize digital technology for marketing activities.

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