

THE RELEVANCE OF DIGITAL MARKETING TO HALAL MSMEs IN INCREASING PRODUCT SALES: LITERATURE STUDY

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Abstract: *Halal Micro, Small, and Medium Enterprises is a business sector that has great potential for economic growth, so halal MSMEs can be a driver of Indonesia's target in terms of becoming a halal center in the world. The development of halal MSMEs must be adapted to the times when the use of technology should be a weapon for halal MSME actors in marketing their products to spread the market to all corners of the world. However, according to data from the Ministry of Cooperatives and SMEs that there are still many MSME actors including Halal MSMEs who have not yet touched on technology in their marketing, this can be seen from the percentage figure which has only reached 13% of MSMEs adopting digital technology. This research design uses a qualitative research approach by conducting a literature study of 15 Google Scholar papers relevant to the research question. The results of this study indicate that digital marketing plays an important role in developing Halal MSMEs, one of which is by using the mixed promotion method (Advertising, Personal Selling, Public Relations, and Direct Marketing).*

Keywords: *Literature Study, Halal MSMEs, Digital Marketing*

1. Introduction

The Industrial Revolution 4.0, which is a changing era that is increasingly leading to technology, has fundamentally changed the pattern of life, both the way of working and the way we relate to one another. With the increasingly massive digital innovation, this makes people have variations in carrying out their daily lives, for example in shopping, studying, working, etc. nowadays it can be done online. According to 2018 survey data from the Association of Indonesian Internet Network Providers (APJII) it is stated that 171.1 million or around 64.8% of the 264 million population in Indonesia have been connected to the internet. The increase in the number of internet users in Indonesia is due to the development of infrastructure and the ease with which people get gadgets. Technological developments are currently also reaching the world of economics and finance, with so many financial technology (Fintech) platforms that are present in today's society.

According to Bank Indonesia data, the Digital Economy in Indonesia will grow to 4,500 trillion in 2030, this shows that users of Financial Technology are developing very rapidly in terms of the growth of the Digital Economy. In two decades, Islamic economics and finance have shown quite rapid development both globally and nationally. Based on 2018/2019 State of the Global Islamic Economy (SGIE) report, the level of consumers of halal food and lifestyles for Muslims in the world is predicted to continue to grow to reach USD 3 trillion in 2023 or around 42% from USD 3 trillion in 2019 (State of the Global Islamic Economy, 2019). However, according to data from the Ministry of Cooperatives and SMEs that there are still many MSME actors including Halal MSMEs who have not yet touched on technology in

their marketing, it can be seen from the percentage figure which has only reached 13% of MSMEs adopting digital technology.

Discussions related to Digital Marketing on MSMEs in Indonesia have been reviewed by several researchers, such as research (Alam et al. 2021) describing the practice of endorsement and paid promotion for use in marketing the halal fashion business, (Karyani 2021) confirming that digital transformation for MSMEs It is very much needed and urgently done so that the industry can survive amid the pandemic, (Hadiyati and Hendrasto 2021) explained that digital marketing is a marketing method that is suitable for MSME entrepreneurs amid the Covid 19 pandemic in maintaining their business. However, as far as researchers know, research that explicitly discusses digital marketing on halal MSMEs in Indonesia in the literature study still does not exist. Research on literature studies that examine digital marketing on halal MSMEs in Indonesia needs to be done for several reasons.

Therefore, this study intends to study further the role of digital marketing in strengthening the halal MSME economy in Indonesia. This study was conducted to describe how digital marketing plays a role in supporting Halal MSMEs in Indonesia in Literature Studies. Furthermore, this paper discusses what roles can be done with digital marketing techniques in supporting Halal MSMEs in Indonesia by studying literature.

2. Literature Review

2.1. Digital Marketing

Digital technology has changed the way humans communicate, act, and make decisions. Marketing activities cannot be separated from the influence of digital technology. The term digital-based marketing (digital marketing) has evolved from the beginning of the marketing of goods and services using digital channels to a broader understanding, namely the process of acquiring consumers, building consumer preferences, promoting brands, nurturing consumers, and increasing sales.

The concept of digital marketing comes from the internet and search engines on websites. When internet usage exploded in 2001, the market was dominated by Google and Yahoo like search engine optimization (SEO). The definition of digital marketing according to the American Marketing Association (AMA) is the activities, institutions, and processes facilitated by digital technology to create, communicate, and deliver value to consumers and other interested parties (Kannan & Hongshuang, 2016).

Social media has the potential to help SMEs in marketing their products (Stelzner, 2012). Social media applications are available from instant messaging to social networking sites that offer users to interact, connect and communicate with each other. These applications intend to initiate and circulate online information about the user experience in consuming a product or brand, with the main objective of reaching (engaging) the community. Types of digital marketing:

- a. Website, is the main requirement to win in digital competition. Data shows that 97% of consumers search for products or services to be used via the internet. It can also be said that a website is a “digital store” for your business that can even replace the existence of a physical store or conventional sales force.
- b. Search Engine Marketing, is an effort to make your company's website easy to find on search engines like Google. To be able to be on the first page of a Google-class search engine takes a long time and special techniques to apply.
- c. Social Media Marketing, the increasing number of social media users for various purposes such as means of communication, community gatherings, and even as a medium for

seeking information, entrepreneurs are also increasingly optimizing as a means of promoting their business. The circulation of various social media platforms such as Facebook, Instagram, LinkedIn, Twitter, Youtube, and so on, makes the dissemination of information faster and reaches more people. In addition, social media marketing is also popular because it can be done with minimal costs or even for free. Besides being able to improve the company's brand, social media is also used as a means of communication and interaction between companies and consumers.

- d. Online Advertising, is a media promotion or advertising via the internet in a paid way. Online advertising itself has several diverse options according to your needs, such as Display Advertising, Social Media Advertising, PPC, Youtube Advertising, and many more.
- e. Email Marketing, can provide updated information about ongoing promotional programs, or introduce your new product or service. Email marketing also keeps your customers up to date with information from your company such as the latest activities and news.
- f. Financial Technology (FinTech), is an era where people's lives and activities will be easier and more effective due to the role of the digital world. One type of startup that is starting to rise is in the Fintech field. Fintech is an abbreviation of the words 'financial' and 'technology' where it means innovation in the field of financial services. The innovations offered by Fintech are very broad and in various segments, be it B2B (Business to Business) to B2C (Business to Consumer). Some examples of businesses that are incorporated in Fintech are the process of buying and selling shares, payments, peer-to-peer lending, fund transfers, retail investment, financial planning (personal finance), and others. Fintech influences people's transaction habits to be more practical and effective. Fintech also helps people to more easily get access to financial products and improve financial literacy.

2.2. MSME

Rudjito (2003) explained that Micro, Small, and Medium Enterprises (MSMEs) are businesses that have an important role in the Indonesian economy, both in terms of the jobs created and in terms the number of businesses.

In Chapter, I Article 1 of Law No. 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs), what is meant by Micro, Small and Medium Enterprises are: 1) Micro Enterprises are productive businesses owned by individuals and/or business entities individuals who meet the criteria for Micro Enterprises as regulated in this Law. 2) Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly of. Medium Enterprises or Large Businesses that meet the criteria for Small Businesses as referred to in this law. 3) Medium Enterprises are productive economic businesses that stand-alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part either directly or indirectly with Small Businesses or Large Businesses with total assets. net income or annual sales proceeds as regulated in this Law. The existence of MSMEs is very important in the economy of a country so it is not uncommon for MSMEs to be considered engines of growth. In Indonesia, attention to MSMEs has become an important agenda in order not only to strengthen the structure of the national economy but also to absorb labor and function for the distribution of goods and services. (Hakim and Yudha 2021).

2.3. Halal MSMEs

From the various referenced literature, a comprehensive definition of Sharia MSMEs has not been found. MSMEs can be defined as an activity of buying and selling transactions that occur among small (micro) communities. The term MSME indicates that the business people in it are the lower middle class with little financial capital. The main capital for MSME entrepreneurs is only determination and enthusiasm for the business. Sharia principles are the basic knowledge regarding the application of Islamic sharia. So the activities of MSMEs if they are associated with Islamic Sharia values become a scope of Islamic economic activity in general. Transactions that occur in MSMEs are regulated by the way of life of Muslims in the form of laws or regulations, concerning the main basic guidelines, namely, Al-Qur'an, Hadith, and Ijmak Ulama'. (Lahamid 2018)

The author defines Halal MSMEs as businesses run by individuals, households, or micro, small, and medium-sized business entities whose business processes are in the acquisition of raw materials, processing, and producing halal products. Halal MSMEs mean that their products from upstream to downstream are considered. This means that from raw materials, the process to packaging or presentation is indeed by halal provisions. Not only that, but the halal label must also have a certification by the relevant institution so that people who become consumers of the halal product get certainty in consuming it.

3. Research Method

This study uses a qualitative approach using content analysis. After the paper is collected, the content analysis process is carried out through the Miles and Huberman approach which consists of data sorting, data selection, and conclusion drawing. The research was conducted by analyzing selected articles discussing Digital Marketing on Halal MSMEs in Indonesia. This research consists of several stages. First, to collect data, a search was carried out using the keywords "Digital Marketing" and "MSMEs" "Halal" and "Indonesia" using the Google Scholar database in 2018-2022. Second, an analysis of the article data was carried out by adjusting the research theme, namely digital marketing on Halal MSMEs in Indonesia. The third stage is grouping articles related to authors, focusing on digital marketing on halal MSMEs in Indonesia.

4. Result and Discussion

4.1. Result

Based on the search for papers with the keywords "Digital Marketing" "MSMEs" "Halal" and "Indonesia" in the period 2018-2022 on June 7, 2022, 665 papers were found on Google Scholar. After that, they were selected by only taking the paper that was proceeding, there were 415 papers. After that, it was re-selected by only taking papers that were relevant to the research and there were 42 papers. After manually reviewing the suitability of the journal manuscript with research questions and papers that can be accessed, it turns out that there are only 15 journal articles that can be selected.

No	Author	Title	Year
1	(Rozinah and Meiriki 2020)	Utilization of Digital Marketing in Micro, Small and Medium Enterprises (MSMEs) in South Tangerang City	2020
2	(Karyani 2021)	Digital Transformation and Halal Industry: A Case Study on Large Manufacturers and MSMEs	2021

3	(Alam et al. 2021)	Halal Fashion Business Marketing by Using Endorsement and Paid Promote Amid a Pandemic Introduction Pandemic encourages people to use digital activity in all aspects of life , including business . The era of the internet of things pushes people to use the	2021
4	(Hadiyati and Hendrasto 2021)	Entrepreneurial Marketing Strategy of Micro, Small and Medium Enterprises in Pandemic Covid-19 Era	2021
5	(Zulfikar, Mahmudi, and Fannani 2020)	Marketing Digital bagi Pelaku UMKM Desa Gondangmanis	2020
6	(Oktaviani and Rustandi 2018)	Implementasi Digital Marketing dalam Membangun Brand Awareness	2018
7	(Ernestivita 2020)	Reasons and Barriers in Using Marketplace Shopee By Online Shoppers in Indonesia	2020
8	(Yarlina and Hunda 2021)	Market Expansion Strategy For Local Food Products Msme And Household Industry Through Social Media And E-Commerce	2021
9	(Abdimas 2021)	Community Service With Surabaya-Based MSMEs Online Using Google Meet Video Conference Media	2021
10	(Pujiyono 2018)	Halal MSME development strategy in Central Java in the face of global competition	2018
11	(Rafi'Syaiim and Fasa 2021)	The Role Of Promotion Mix And Islamic Product Quality To The Azzalady Msme Sales Increasing Strategy. Id In Islamic Economic Perspective	2021
12	(Rifai, Prihantoro, and Suwarno 2022)	E-Commerce Based On Muslim Population As A Driven Of The People's Economy	2022
13	(Lestari, Digdowiseiso, and ... 2022)	The Influence of Product Quality, Price Perception on Sales Levels Through Digital Marketing MSMEs in the Food and Beverage Industry in Pancoran District, South Jakarta During the Covid-19 Pandemic	2022
14	(Fathorrahman and Nufus 2021)	Utilization of Digital Marketing in Cooperatives and How Cooperatives Deal with Financial Technology (Case Study on BMT Al-Fath IKMI)	2021
15	(Arifqi and Junaedi 2021)	Indonesia's Economic Recovery Through Digitalization of Sharia-Based MSMEs during the Covid-19 Pandemic	2021

4.2. Discussion

Opportunities, Challenges and Strategies for Halal MSMEs in Indonesia

Halal MSMEs are MSME industries that have gone through technical stages that do not violate Islamic rules/sharia to produce halal products. To strengthen halal products, halal labels/certifications are given by the authorized institution. Since the establishment of the Organization of the Islamic Conference (OIC) in the early 1970s, the halal industry has grown significantly in every Muslim country, even in non-Muslim countries. Non-Muslim

communities are also starting to realize the benefits of halal products ranging from cleanliness, safety, nutritional content, and so on.

This halal lifestyle has a direct impact on increasing the demand for halal products. Awareness of halal products (halal awareness) does not only apply to consumers as product users, but also to business actors, producers, or service providers. The fact that the halal lifestyle has become a current trend shows that halal awareness among consumers is increasingly emerging. The development of a halal lifestyle and halal awareness requires MSME actors to have halal product certificates. Therefore, MSMEs must improve their branding position, establish and spread halal awareness and halal lifestyle, be careful at every stage of the production process, ensure product safety and hygiene, and increase product competitiveness for export to countries that are very concerned about halal products.

According to the Islamic Economics Researcher, optimizing the management of the domestic halal industry can increase the State Revenue and Expenditure Budget (APBN). Based on available data, the halal food industry has a very large market. Based on BPS data, Indonesia has the largest Muslim population in the world. This is a huge economic potential. The halal food industry sector has great potential to be developed. The average industrial sector is projected to grow by around eight percent in the period until 2021. It is analogous that if Indonesia can control 10 percent of the potential of the world's halal food industry which reaches Rp. 25,270 trillion, it is certain that revenue from the halal food industry will only reach Rp. 2,527 trillion. Thus, the increase in sources of state revenue will be higher (Aang Yusril M 2020)

(Alam et al. 2021) explained that many businessmen took advantage of existing opportunities to establish a halal fashion business with Muslim fashion trends. Of course, in running a business, promotional activities are needed to attract consumers to buy products that have been produced by established companies. The way the promotion is done must keep up with the times. If the promotion looks old-fashioned, then consumers are not interested in the product being promoted. So to keep up with the times, Endorsement and Paid Promote are the right strategies to promote in today's era.

(Pujiyono 2018) Explaining that MSME opportunities must be seen from the increase in technology and information. With the development of technology and information, especially the internet, all information related to halal MSMEs can be known and disseminated through the media without knowing the boundaries of space and time. It also opens up an online marketing space (marketplace) as well as through various social media and other platforms. However, halal MSMEs have challenges with the incessant halal products from outside that have met the standards and are relatively cheaper. This has resulted in increasingly tough competitors for halal MSME products, especially halal products from outside using an aggressive marketing strategy and already having a strong brand.

(Rafi'Syaiim and Fasa 2021) Explaining that the more advanced technology is today, the more MSMEs that do not need a place, but using the E-Commerce platform or social media can also work well. In terms of increasing the income of MSMEs, they can see opportunities through sales promotion mix strategies (Advertising, Personal Selling, Public Relations, and Direct Marketing). Because through this strategy, MSMEs can adapt well to changing times, because the current technological era is progressing very quickly, so MSME actors must also be fast in adapting both in terms of products and in marketing.

(Rifai, Prihantoro, and Suwarno 2022) It is estimated that the number of the world's Muslim population in 2030 will increase greatly. Indonesia as the largest Muslim country in the world has the potential to export its halal products to the global market. One that has the

potential to fill it is MSME actors. In addition, Indonesia is an agricultural country where the majority of the population works in the agricultural sector. Based on data from the Central Statistics Agency, there are 39.68 million Indonesians who work in the agricultural sector. This number is greater than other business sectors (gum. id). There are two strategies taken to expand the adaptation of digital trade technology in the economic activities of rural communities. The first strategy is Rural Taobao. This strategy focuses on establishing service centers (including internet infrastructure) and identifying young urban entrepreneurs who can return to the village to start an e-commerce business. In addition, they are also employed as experts who teach local people to buy and sell through e-commerce.

(Arifqi and Junaedi 2021) Explaining that the digitalization of sharia-based MSMEs in the pandemic era is one of the instruments for national economic recovery. Because this activity makes it easier for people to carry out economic activities. The Covid-19 pandemic requires MSME actors to continue to innovate because the impact of the pandemic on MSMEs will continue to be greater if not addressed immediately. One way out in overcoming this problem is the application of digitalization of Sharia SMEs. The digitization of Sharia MSMEs is very relevant if applied in Indonesia, which is very supportive of the majority of the population who are Muslim.

The Role of Digital Marketing in Halal MSMEs in Indonesia

Digital Marketing is a product of the 4.0 revolution where all community economic activities are integrated with technology. This indicates that digital marketing already has an important role for business actors, especially SMEs. MSME business actors must quickly adapt to the progress of the times if they want MSMEs that are managed to advance, namely by immediately adapting to the current technological era so that MSME actors can survive in business competition in their respective markets.

(Karyani 2021) Explaining in connection with the phenomenon of Revolution 4.0 which was later accelerated by the impact of Covid-19, which has had an impact on digitalization in all fields. Thus, since COVID-19 was announced and the #AtHome physical distancing policy was implemented, consumers have shifted their shopping behavior from offline to online. This online shopping behavior is expected to continue, this is where digital marketing is given a role so that the advantages of MSME products can be widely known without space and time limits. This strategy must also be supported by qualified and consistently maintained product quality so that the role of digital marketing is maximized in increasing sales of MSME products.

(Yarlina and Hunda 2021) Affirming that digital marketing plays an important role in the resilience of MSME businesses amid the Covid-19 pandemic, based on the results of the survey, which showed that 87.5 percent of MSMEs were affected by the COVID-19 pandemic, based on Bank Indonesia data. The value of 93.2% of them is affected on the sales side, indicating the low buying and selling power carried out during the pandemic by MSMEs and IRT (Saputra, 2021). The digital platform is a breakthrough for MSME entrepreneurs to transform their sales in digital marketing because the current trend is that people prefer to shop through digital platforms caused of a new culture during the Covid-19 pandemic which requires people not to go out of the house. (Rifai, Prihantoro, and Suwarno 2022) explained the Covid-19 pandemic season which paralyzed the majority of activities directly, making e-commerce trends must be optimized. Of course, the government has given full support to digital platform players to become a medium that facilitates public transactions. In addition, government assistance which includes funding in other ways to the community amid a

pandemic is also expected to provide funding for creativity and marketing through digital. With this digital marketing can make it easier for all levels of society to transact.

(Fathorrahman and Nufus 2021) explained clearly that the use of digital marketing that has not been maximized causes the inability to increase the number of members and increase public awareness of cooperatives. This is caused by the lack of education and outreach to the community which causes public ignorance about the promotion of the cooperative. So with this, optimal use of digital marketing will make people aware of cooperating to avoid the entanglement of moneylenders/mobile banks. So with that, by optimizing digital marketing through these mobile apps, it is easier for members to access BMT Al-Fath IKMI services.

The Impact of Digital Marketing on Halal MSMEs in Indonesia

In the current era of technology, the development of digital marketing is increasingly rapid in economic activity. Almost all levels of society have started to look at digital platforms in shopping for their needs. Of course, this has a good impact on the development of MSME actors who are already using digital marketing in marketing their products. This will make other MSME actors hasten to adapt themselves to technological developments to compete in the market. If MSME actors do not improve their marketing, the managed business will not last long considering the massive technological developments.

(Rozinah and Meiriki 2020) emphasized that Based on the results of interviews and filling out questionnaires conducted on MSME actors, it can be said that technological developments have had a major impact on the development of MSME product marketing, inevitably MSMEs must follow the flow of information and technology developments in marketing their products. The ability to market products by utilizing digital marketing is an effective way to keep up with the increasingly fierce market competition, but in turn, the presence of digital marketing is increasingly felt to provide benefits by making it easier for MSME actors to attract consumers while at the same time socializing the products they offer.

(Rafi'Syaiim and Fasa 2021) explained that technological developments had a significant positive impact on MSME actors, with an increasingly sophisticated digital platform that could help MSME actors in marketing their business, MSME actors did not have to open a physical store to sell but only used the facilities available on the digital platform for MSME actors already can sell and market their products widely without any limitations of space and time.

(Oktaviani and Rustandi 2018) explained with digital marketing, information about the products offered can be spread widely because it is not limited by distance. Digital marketing is a two-way communication that can lead to public awareness and engagement with certain products and brands (Purwana, 2017). Indirectly, promotion through Instagram social media has its advantages, when marketing products through Instagram social media, people are certain to be technology literate.

(Zulfikar, Mahmudi, and Fannani 2020) emphasized that digital marketing can have an impact on MSME actors in developing product marketing widely and can compete with other products that previously had well-known names. This is because digital marketing can expand the sales market that can touch all levels of society, which today are increasingly using technology to shop for primary and secondary needs. With this, MSME products will be able to compete in the market, and consumers will see them based on competitive prices and good product quality. (Hadiyati and Hendrasto 2021) Describe the process of product marketing through internet media, which includes payments, promotions, and transactions via the web.

MSME entrepreneurs can openly find out market needs by getting information from internet media. This strategy will have an impact on helping SMEs to increase their product sales.

(Lestari, Digdowiseiso, and ... 2022) Revealing that digital marketing affects increasing sales, this is also followed by the product quality and sustainable product innovation so that it continues to attract the public or consumers to continue to look at these MSME products, MSMEs that can provide products that have good quality and have good innovation will be able to increase sales, especially during the Covid-19 pandemic which has changed consumer shopping styles to date.

5. Conclusion and Recommendations

5.1. Conclusion

Halal MSMEs are MSME industries that have gone through technical stages that do not violate Islamic rules/sharia to produce halal products. To strengthen halal products, halal labels/certifications are given by the authorized institution. Since the establishment of the Organization of the Islamic Conference (OIC) in the early 1970s, the halal industry has grown significantly in every Muslim country, even in non-Muslim countries. Non-Muslim communities are also starting to realize the benefits of halal products ranging from cleanliness, safety, nutritional content, and so on.

Digital Marketing is a product of the 4.0 revolution where all community economic activities are integrated with technology. This indicates that digital marketing already has an important role for business actors, especially SMEs. MSME business actors must quickly adapt to the progress of the times if they want MSMEs that are managed to advance, namely by immediately adapting to the current technological era so that MSME actors can survive in business competition in their respective markets.

In this case, digital marketing has become a primary need in running a business, especially for MSME actors who dominate the business sector in Indonesia. The impact given by digital marketing is very significant in helping to market the products of MSME actors. This has been proven by the many digital platforms or marketplaces such as a shop, Tokopedia, etc. which have become online shopping centers in Indonesia. MSME actors do not have to have a physical store to start selling their products, only with the capital of uploading photos and descriptions of goods as attractive as possible in online marketplaces, then all of Indonesia can see the products of these MSME actors and course, the market is expanding.

5.2. Recommendations

Based on the conclusions of this study which states that Digital Marketing is able to have a very significant impact on sales of Halal MSME products, it is hoped that Halal MSME actors who have not yet touched technological tools to immediately innovate in terms of marketing products in order to be able to maintain their business resilience to remain competitive in the world. current era. Using Digital Marketing in marketing products is considered capable of expanding the market and reaching all consumers.

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