

TRANSFORMING THE FASHION MSMEs INDUSTRY THROUGH SOCIAL MEDIA AND DIGITAL TECHNOLOGY INNOVATION

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Abstract

The fashion industry, creative businesses, and social media have become important pillars in supporting the transformation of the creative economy in the digital era. This study explores how the integration of sustainability, digital technology, and social media-based strategies can boost the competitiveness of creative businesses in the fashion sector. The findings show that sustainability, through practices such as upcycling and community-based design, not only reduces environmental impact but also creates high social value. Digital technologies, including artificial intelligence (AI) and e-commerce, accelerate the design process, improve operational efficiency, and enable product personalization. Social media, such as Instagram and TikTok, play a key role in marketing and building long-term relationships with consumers. Cross-sector collaboration involving global technology and local culture has also been shown to strengthen innovation and support creative city branding. This study concludes that sustainability, technological innovation, and social media are key pillars of creative business transformation in the fashion sector. The integration of these three elements creates significant opportunities for business actors to adapt to market changes, increase global competitiveness, and support sustainable development goals

Keywords: Fashion, Creative Business, Social Media, Sustainability, MSMEs

1. INTRODUCTION

The fashion business has gone through big changes in recent years, notably with the rise of social media platforms that allow brands to engage directly with their fans. Social media is not only a marketing tool but also a method to form communities and create deeper contact with consumers (Ramdani et al., 2024). This transformation was also driven by the COVID-19 epidemic which prompted many businesses to adopt new ways of working. Many fashion firms turn to digital channels to reach their clients during the social limitation time. They applied information and communication technology to keep their business activities (Komalasari, 2020).

Research demonstrates that effectively-implemented social media strategies can improve brand recognition and consumer loyalty, as well as enhance sales of the brand's products (Pratiwi, 2023). Thus, it is crucial to know how fashion firms may use social media and digital technologies to stay relevant in an ever-more competitive industry. This makes it crucial to understand how fashion firms may use social media and digital technologies to stay relevant in a highly competitive market. A key element of this transition is technology innovation that enables an engaging and Interesting. Technologies like augmented reality (AR) and virtual reality (VR) are being incorporated into online shopping experiences, enabling consumers to virtually try things before making a purchas (Ramdani et al., 2024).

This invention not only improves the client experience, but it also helps firms reduce product return rates, a common concern in the fashion sector. Moreover, the application of data

analytics in digital marketing allows firms to develop a greater awareness of consumer behavior and adjust their plans to better match client needs (Ramdani et al., 2024). The impact of this transition may be observed not only at the consumer level, but also in how fashion brands do business. Many firms are increasingly turning to more sustainable and ethical business strategies, driven by consumers' increased awareness of social and environmental issues (Ramdani et al., 2024). Social media has been giving a platform to disseminate knowledge about sustainable production techniques and to develop communities around these principles. Consumers who are better aware of these challenges are more likely to pick brands that exhibit a commitment to sustainability (Ramdani et al., 2024).

Therefore, fashion brands who wish to remain relevant must react to these developments and embed sustainability values into their marketing strategies. Also, social media is a tool to promote diversity and inclusion in the fashion business. As social media increasingly includes individuals of various sizes, skin tones, and gender identities, fashion firms are expected to reflect this diversity in their advertising (Ramdani et al., 2024). Research has shown that consumers are more inclined to engage with brands that they view as inclusive and representative of diverse groups.

This means that diversity is not simply a trend but a crucial element in building a successful marketing strategy in the digital era. In this context, this study will examine many aspects of the transition of the fashion sector caused by social media and digital technology innovation. By evaluating the influence of these two aspects, we seek to offer more insight into how fashion firms may adapt and survive in a continuously changing world. The study will also explore the problems brands face when executing successful marketing strategies in the digital world, and how they may capitalize on existing opportunities to achieve long-term success. To summarize, the social media and digital technology innovation are transforming the fashion business in a complicated and multi-faceted way. This study seeks to better understand these dynamics and how fashion brands may utilize these shifts to improve their competitiveness in the global market. Thus, this study is intended to make a substantial contribution to the current literature and provide practical advice to the fashion industry stakeholders.

Research Gap: Social Media and Digital Technology Innovation for the Transformation of the Fashion Industry. There are various aspects that still need to be further studied while considering the research on "Transformation of Fashion MSMEs through Social Media and Digital Technology Innovation". Despite the extensive research on the effect of social media and digital technologies on consumer behavior and marketing techniques in the fashion industry, there are still a number of holes to be addressed to present a more complete picture. Firstly, numerous research have been conducted on the interaction between social media and consumer behavior. However, the lack of knowledge of the reasons and cognitive processes driving individual responses to fashion information on social media platforms is a serious worry. Research has revealed a relationship between social media involvement and consumer preferences, although the causes for such engagement are not well understood (Muturi, 2024). Further study is required to explore the elements influencing consumers' responses to fashion information on social media, particularly the role of peer communication and perceived utility (Harrigan et al., 2021).

Second, while there is a large body of research exploring the effect of influencers and endorsements on social media, there is still a lack of understanding of how individual influencer qualities influence consumer purchasing decisions. Influencer appeal can enhance brand engagement but little is known about the differential impact of various types of influencers (e.g. micro-influencers vs. macro-influencers) on customer behavior (Naeem & Ozuem, 2021). More research is needed to discover the most influential qualities in the fashion setting and how they

might be applied to enhance marketing effectiveness. Third, despite data indicating the positive impact of social media on brand recognition and consumer loyalty, there is still room for exploring how fashion firms may integrate sustainability and ethical issues into their social media marketing strategy. A study found that fashion influencers that focus on sustainability can build more meaningful ties with their followers, but more research is needed to understand how brands may capitalize on the sustainability trend in their digital marketing efforts (Harrison, 2024).

Moreover, present research is generally focused on certain markets or demographics such as young people or consumers in specific nations, lacking an understanding of how these shifts occur in multiple cultural and geographic contexts. Fashion consumer behavior on social media varies widely among countries and cultures (Cruz, 2024). As such, research with a wider scope that takes into account different cultural and demographic contexts would provide more light on the ways in which social media and digital technologies impact the fashion business on a worldwide scale.

Finally, while there is a considerable amount of study on the effects of social media on purchase behavior, there is still a need to explore how new technologies, such as augmented reality (AR) and virtual reality (VR), might be used to better the online shopping experience in the fashion business. The incorporation of social media and digital technologies can impact purchase decisions, but more research is needed to understand how these technologies can be effectively integrated into fashion marketing plans (Dai, 2024). In general, although there is a large quantity of study in this field, there are still a number of holes that need to be filled if one wants to have a more full understanding of the transformation of the fashion industry through social media and digital technology innovation. Further study that tackles these gaps will make a substantial contribution to existing literature and assist fashion firms in developing more effective marketing strategies in the digital era.

2. RESEARCH METHODS

2.1 Search Process

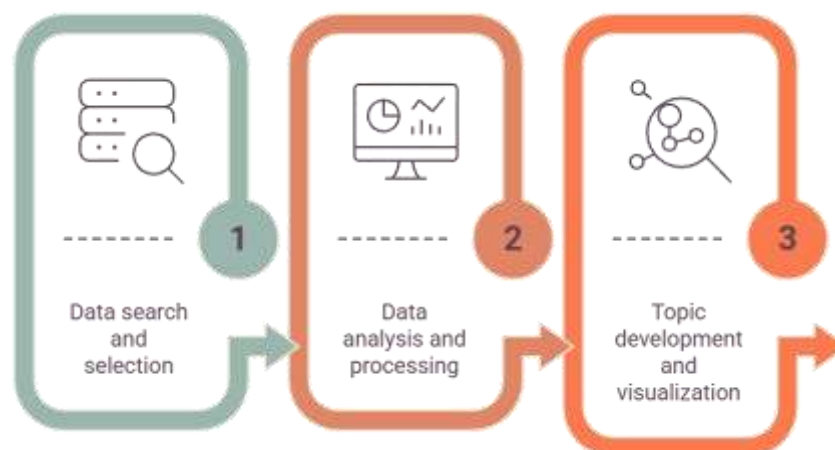


Figure 1. Research Stages

The search process was used to obtain various relevant literature sources to answer the Research Question (RQ). The search process was conducted using a search engine (Google Chrome) with the website address <https://www.scopus.com/search/> to obtain metadata in the form of RIS and CSV. From 157 documents to 22 documents.

157 Document: with limit to: (TITLE-ABS-KEY (creative AND business) AND TITLE-ABS-KEY (fashion) AND TITLE-ABS-KEY (design))

22 dolumen: Dengan limit to: (TITLE-ABS-KEY (creative AND business) AND TITLE-ABS-KEY (fashion) AND TITLE-ABS-KEY (design)) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (OA , "all")).

2.2 Article Quality Selection

In the literature review research the data gathered will be appraised using the following quality assessment criteria questions: The purpose of the study is to investigate the interaction between fashion, creative enterprises and social media as the main platform to encourage innovation and business growth. In the digital era, social media has been a strategic instrument for promotion, contact with customers and cross-sector collaboration. Thus, the study aims to explore the trends, difficulties and opportunities facing the creative business actors in the social media-based fashion industry.

2.3 Research Questions (RQ)

Research questions are formulated based on the needs of the chosen topic. The following are the research questions in this study:

- a. How can we examine the role of social media in supporting the success of creative businesses in the fashion sector?
- b. How can we identify current trends in the use of digital technology for marketing and product development in the fashion industry?
- c. How can we formulate a sustainable strategy that integrates digital technology, local values, and creativity to support global competitiveness?

2.4 Data Analysis Techniques

- a. **Bibliometric Analysis:** Using CiteSpace and VOSviewer software to identify publication trends, collaboration networks, and emerging research themes within this topic.
- b. **Thematic Analysis:** A qualitative approach used to identify key themes from interview data, such as sustainability, creativity, and digital technology integration.
- c. **Statistical Analysis:** Mapping the relationship between social media interaction levels and the marketing and sales success of fashion products.

Expected Results:

- a. **Innovative Marketing Strategy:** Provides practical guidance for creative businesses on leveraging social media to increase customer engagement and expand their market.
- b. **Sustainability Model:** Develops a framework that MSMEs can implement to support sustainability in addressing environmental and social challenges.
- c. **Product Innovation:** Provides insights into the use of cutting-edge technologies, such as artificial intelligence (AI), to create more creative and relevant fashion designs.

2.5 Data Analysis

Bibliometric analysis of fashion, creative businesses, and social media reveals the greatest focus on three key areas: sustainability, digital technology innovation, and the role of social media in supporting creative businesses. Below is an in-depth analysis of these issues based on research trends over the past five years:

a. Sustainability in Fashion and Creative Business

Fashion-related research puts a lot of emphasis on sustainability. The sector is trying to lessen its environmental impact using approaches like upcycling, where trash is transformed into high-value products, and the development of products with eco-friendly components. These sustainability tactics are not only helpful in reducing waste but also are helpful in strengthening a brand's reputation by the environmental and social ideals communicated to the consumers. Moreover, the concept of slow fashion is gaining traction due to its emphasis on quality, durability, and ethical production. Research indicates that sustainability is not a fad but rather a requirement for sustained competitiveness.

b. Digital Technology and AI Innovation

Technological breakthroughs, such as the usage of artificial intelligence (AI), are powering operational efficiency and creativity in the fashion business. For instance, AI-driven design tools can assist speed up the creative process and shorten product launch timeframes. Research shows that data analytics also facilitates consumer behavior-based marketing methods, resulting in more tailored and engaging purchasing experiences. Moreover, the use of digital technologies such as virtual reality (VR) for online buying experiences is also garnering more and more attention, especially as the epidemic expedited the shift to e-commerce.

c. Social Media as a Key Platform

Social media platforms like Instagram, TikTok and Pinterest have become vital tools for company promotion, community building and customer engagement. Social media is the core of this community-based marketing movement, where consumers are not just purchasers but also promoters through their content, as research reveals. Influencers and creative collaborations with big players on these platforms are a huge marketing strategy that enhances brand recognition.

d. Collaboration and Local Context

Institutional collaboration and cross-sector collaboration have generated a more comprehensive innovation environment. Research by global cities such as London and Seoul has shown how local culture mixes with global technology to produce items of global importance. This strategy also engages local people in the design process to foster sustained social and economic innovation.

3. RESULTS AND DISCUSSION

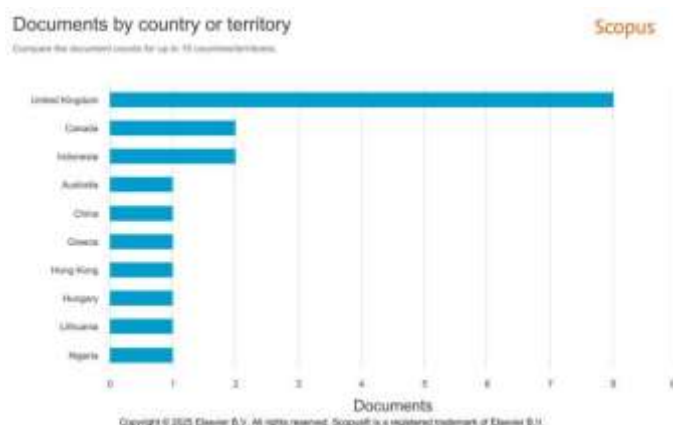


Figure 2. List of Scopus Journal Documents on Creative Business Themes by Country

In recent years, study emphasis on the themes of "creative business," "fashion" and "design" have been growing significantly (Scopus data). The maximum number of articles was recorded in 2024 and 2023, four articles in each, indicating the increasing relevance of these themes in the digital era of today. A similar surge occurred in 2020 when the COVID-19 epidemic compelled companies to adopt digital technology and foster creativity in the creative industry. The number of published papers was relatively low before 2018, with an average of only one or two articles per year. This suggests a high level of research in these areas only in the last five years, accompanied with increased demand for sustainability, digital technology and innovation in creative firms.

This research provides important benefits for a variety of parties. The findings offer strategic directions for fashion businesses to use digital technology and social media to generate unique designs relevant to global market trends. Moreover, the data provides a rich empirical reference for scholars and researchers to explore the relationship between creativity, sustainability and technology in the creative economy. In addition, these findings can be exploited by policymakers to formulate policies that facilitate the development of the creative economy as an important pillar of national development. The confluence of creativity, technology and sustainability has great promise for revolutionary transformation in the fashion and creative business sectors with growing research trends.

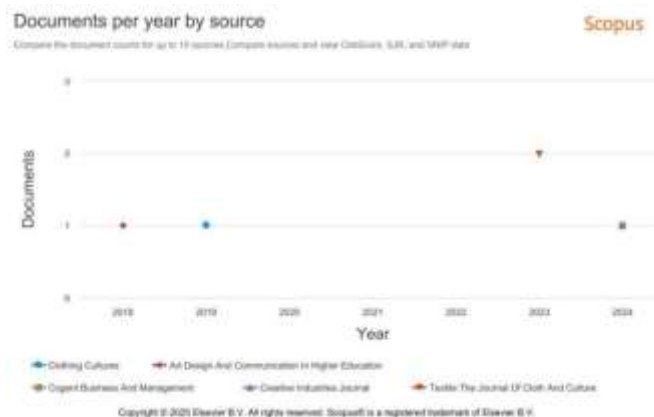


Figure 3. List of Scopus Journal Documents on Creative Business Themes Each Year

papers are published in a variety of diverse publications covering a broad and relevant spectrum of issues in different disciplines. There are a number of periodicals with a specific focus on fashion and textiles including Textile: The Journal of Cloth and Culture with two articles and Fashion and Textiles, Journal of Fashion Marketing and Management and Research Journal of Textile and Apparel each having one article. This means that these topics are discussed a lot within the fashion and textiles business. Moreover, the issue of sustainability is stressed in the creative fashion business by multidisciplinary journals like Sustainability Switzerland and the International Journal of Environmental Research and Public Health, which demonstrate the attention given to environmental impacts and the efforts to include sustainable approaches in the industry.

Journals like Cogent Business and Management and Creative Industries Journal suggest these topics are also relevant in the wider context of creative business management while Art Design and Communication in Higher Education, Creativity Studies and Design Journal highlight creativity and design as core elements of the creative fashion business. And periodicals combining social sciences and economics, such as the Mediterranean Journal of Social Sciences and the Euromed Journal of Business, show the importance of this topic within the social and

economic context. Indeed, magazines such as *Romani Studies* and *Quaestiones Geographicae* consider the intersection of fashion with cultural studies and geography.

There are numerous advantages of this research. For researchers and academics, the data offers a multidisciplinary reference to investigate the links between creative industries, fashion, design, sustainability and economics. Industry players can refer to journals such as the *Journal of Fashion Marketing and Management* for strategic insights on marketing and management of creative businesses, and to journals such as *Sustainability Switzerland* for sustainability guidance on how to embed sustainability principles into business practices. Moreover, policymakers can draw on research published in journals such as the *International Journal of Environmental Research and Public Health* to develop policies that foster a sustainable creative economy. This research has a wide reach and a high level of applicability, which lays a critical foundation for the transition of the creative industry towards innovation and sustainability.

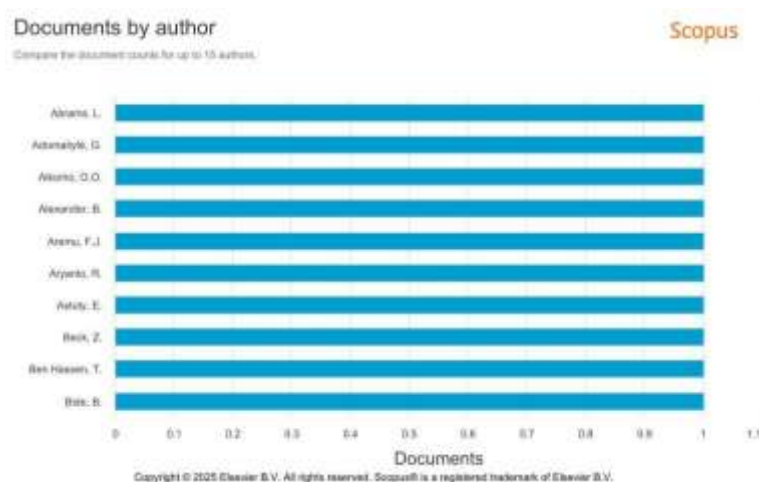


Figure 4. List of Scopus Journal Documents on Creative Business Themes Based on Authors

The results of the search in Scopus include a list of writers who published only one article in the categories of “creative business,” “fashion,” and “design,” which shows the wide reach and importance of these issues in many areas of activity. The authors come from a variety of backgrounds, including Adomaitytė G., Alexander B., and Calvo S. working in the fields of art, design and sustainability, and academics such as Dissanayake K. and Kim H.Y. from Asia, a region renowned as a hub of innovation in the creative industries. Another example is the presence of academics like Roncha A. who highlights sustainability strategies in brand management, and Núñez-Cacho Utrilla P. who analyzes upcycling-based creative business strategies, which shows a significant focus on innovative and sustainable solutions. More importantly, the local input from academics like as Suharnomo and Hermawan I. offers a different Indonesian viewpoint to the worldwide discussion on creative business.

This list of authors brings many benefits for both academia and industry. Such diversity presents academics with the opportunity of collaborative work across disciplines and regions that may improve the insights and creativity of creative business, fashion and design. For industry actors, research contributions like those of Alexander B. and Roncha A. provide practical recommendations on management strategies and the use of digital technology to boost competitiveness. The results of writers such as Calvo S. and Núñez-Cacho Utrilla P. can be a basis for policymakers to define policies that promote sustainability and innovation in the creative sector. Also, the presence of academics in the area of education such as Adomaitytė G.

and Chapman R. shows the relevance of integrating education in the support of the growth of creative firms, which can assist to design curriculum based on innovation.

Collectively, the contributions of the various authors reflect the range of methods to study, locally and globally. The findings of this research, with its emphasis on sustainability, technological innovation and creative business management, have the potential to make an important contribution in assisting the transformation of the creative industry towards a more innovative and sustainable one.

Data Analysis

Bibliometric analysis is a quantitative method for analyzing research papers utilizing data from major bibliographic databases such as Scopus and Web of Science, with the help of important indicators including the number of publications, citations, h-index, and co-authorship. However this strategy should be used with caution as citation metrics are not necessarily indicative of quality and publication patterns differ throughout fields (Thomson Reuters, 2008).

The bibliometric analysis was based on Scopus data in RIS or CSV format, and visualized with VOS Viewer, which is a popular tool for working with large datasets and creating bibliometric maps, such as citation maps, publication maps, author maps, or country maps based on co-citations, and keyword maps for topic modeling. This is done by using an easy to grasp interface and is free to use. Network visualizations of data in fashion, creative business and social media study themes.

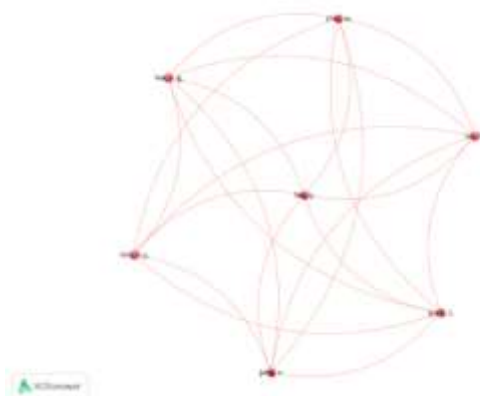


Figure 5. Visualization of Scopus Journal Data Network for Creative Business Theme

The network diagram shows the connections between entities, which may be people, brands or businesses, working and connecting with each other inside a certain ecosystem. This network highlights the dynamics of collaboration necessary for gaining popularity, setting trends, and extending impact in terms of fashion, creative companies, and social media. Nodes might be designers, influencers or creative business people and the lines linking them show direct ties such as creative collaborations, promotional endorsements or social media interactions. Nodes with a high number of connections represent important influence or crucial positions in the network, which in the fashion sector are generally occupied by famous influencers or large corporations. These partnerships show the importance of social media as a vital connector, bringing creative parties together, promoting new trends and developing unique commercial opportunities. Knowing the structure of this network, business owners can find people or groups who have the potential to enhance their marketing tactics, generate collaborative synergies or extend their reach into a wider market. This network is a strategic tool to map influence, optimize content and spot new trends in the fashion and creative business world.

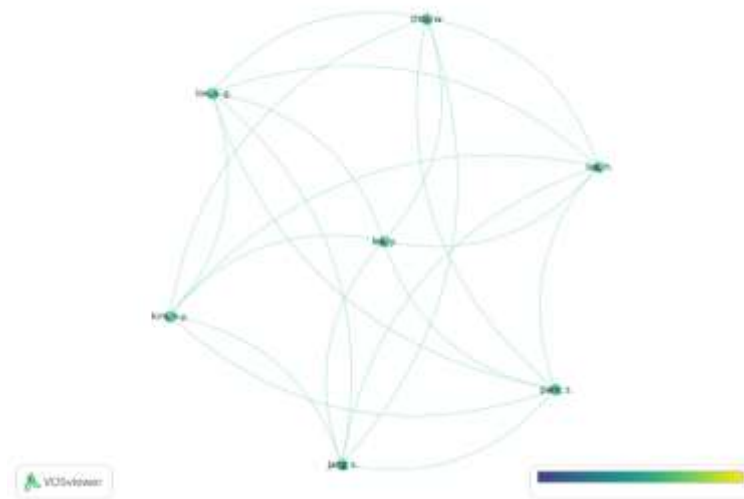


Figure 6. Mapping of Scopus Journal Connectivity on Creative Business Theme

The network diagram shown displays the connections or affiliations between the nodes that are probably individuals, brands or entities that are related by collaboration, impact or engagement within an ecosystem. In fashion, creative industries and social media this visualization can provide crucial insights into current relationship patterns. In the fashion sector through social media platforms, nodes with better connections or higher degrees are often influential hubs and play a significant role in setting trends, marketing items or spreading information.

The colors (blue, green, yellow) in the graph probably represent the strength of the relationships, or the frequency of interactions . The brighter the color , the stronger (or more frequent) the connection . This is crucial for identifying the key actors who play a central role in the network. In creative business it assists small and medium enterprises (SMEs) to identify the right person or group to work with to improve marketing reach or to grow the brand faster.

This network is particularly effective in mapping creative partnerships, especially on social media platforms, where links are often built through direct interactions such as likes, shares or mentions. By analyzing this network, organizations can develop more effective cooperation strategies, such as working with influencers who are important in the network or building ties with individuals who have a large impact on their audience. The network also allows us to anticipate upcoming fashion trends by examining the link patterns between nodes that participate in fashion-related discussions or activities. To summarize, this visualization is a strategic analytical tool to boost efficiency and effect in the fashion and creative business world, by maximizing interactions on social media.

Table 1. Research Summary

Cluster	Main Keyword	Frequency of Occurrence	Description Research Focus
Sustainability	Sustainable fashion, Circular economy, Community-based production, Eco-friendly design, Carbon footprint	High	Focuses on how sustainability is implemented in the fashion industry through resource management, recycling, and community-based innovation to reduce environmental impact.
Digitalization and Social Media	Digital technology, Social media marketing, Consumer engagement, Influencer marketing, E-commerce adoption	High	Analyzes the role of social media such as Instagram and TikTok in fashion marketing, as well as the impact of digitalization on creative business strategies and increased consumer engagement.
Creativity and Design Innovation	Design thinking, Creative entrepreneurship, Design-driven approaches, Co-creation, Innovation of meaning	High	Research exploring how innovation in design and design-based approaches can drive the success of creative businesses in the fashion industry.
Creative Cities and Clusters	Creative clusters, Cultural industries, Urban development, City branding, Cultural heritage	High	Studies on the role of creative clusters in supporting the fashion industry and branding cities as centers of creativity and culture, including the preservation of local cultural heritage.
Creative Economy and MSMEs	Entrepreneurial traits, Micro-businesses, Resilience strategies, Sustainable entrepreneurship, Growth strategy	High	Focuses on the potential of MSMEs in the creative economy, particularly through the adoption of sustainability strategies, technological innovation, and adaptation to digitalization to survive in the global market.

Data analysis suggests that the main research concerns are sustainability, digitization, design innovation, creative cities and the creative economy in the sectors of fashion, creative business and social media. Sustainability is the buzzword with buzzwords such as sustainable fashion, eco-friendly design, reducing environmental effect with tactics such as the circular economy and empowering local communities. The research represents an important background for policymakers to establish rules for the promotion of the circular economy and environmentally

friendly production. In the meantime, digitalization and social media have emerged as the primary strategies in marketing and managing creative businesses. Keywords such as influencer marketing and e-commerce adoption emphasize the utilization of platforms like Instagram and TikTok to broaden markets and enhance consumer engagement. This gives industry players strategic assistance to best leverage digital technologies.

The terms design thinking and co-creation in the creativity and design innovation cluster point to the relevance of a design-based approach in developing creative solutions tailored to customer demands. The results of the present study demonstrate that the innovation in the design is not only a contribution to the competitiveness of the products, but also the creation of considerable added value in the world market. The creative city cluster and the creative city cluster stress the relevance of city branding and cultural heritage protection in the development of cities as centres of creativity and culture. This research indicates that creative clusters can boost municipal identity, attract investment, and increase the attractiveness of culture-based tourism. Finally, the research demonstrates that techniques like resilience strategies and sustainable entrepreneurship are vital to assist the resilience and growth of MSMEs in the digital era within the creative economy and MSME clusters. The emphasis on resource management and digital innovation offers practical directions for MSMEs to adapt and succeed in a competitive global market.

The analysis is of great assistance. For researchers, the data offers an in-depth study roadmap to explore the connection between innovation, sustainability and technology in creative firms. These insights allow industry participants to develop data-driven marketing and product plans that increase their competitiveness. The findings can be used by policymakers to build policies that support the creative economy and sustainability. Furthermore, the public can be urged to be more conscious of the consumption of ecologically friendly items, fostering a move towards responsible consumption patterns. This analysis highlights the necessity of technical innovation and creative design and sustainability to foster the transformation of the fashion industry and creative companies to a more competitive and sustainable position in the global arena.

Citations from these works show their great influence on worldwide academic discourse, with numerous research pointing to technological innovation and creative ways for sustainability as important themes. Authors with different disciplinary backgrounds are more likely to collaborate across areas, generating valuable multidisciplinary viewpoints. Furthermore, periodicals such as the Journal of Fashion Marketing and Management and the Creative Industries Journal are good references for academics and industry participants to grasp the dynamics of creative firms, especially in the fashion sector. The benefits of this trend are wide-ranging. For scholars, the data gives rich insights for additional research on the nexus between technology, creativity and sustainability. This research provides the actors in the business with practical directions on how to use design innovation and digital marketing to boost competitiveness. Meanwhile, for policymakers, this data offers a basis to build policies that encourage a sustainability-based creative economy. This literature is not only an essential reference for creative sector actors, but also fuels the industry's evolution towards a more inventive and sustainable direction, as worldwide attention grows.

4. CONCLUSION

Here are the primary findings drawn from the analysis of the data on the topics of "creative business," "fashion," and "design": Sustainability: Sustainability is a strong issue in the research, with a focus on methods like upcycling, the circular economy, and community-driven design. Such tactics are aimed at reducing the environmental impact and increasing the social value of

brands. The slow fashion approach, for example, gives more ethical choices in the production and consumption processes more and more important to stay competitive in the long run; Digital Technological Innovation: Technologies such as AI and data analytics have improved efficiency in design and marketing, enabling product customization and user experiences. E-commerce and social media sites like Instagram and TikTok are also crucial for accessing international markets. NFTs offer a new source of revenue for the fashion industry through original digital art; Social Media as a Key Driver: Social media enables firms to reach consumers directly, which is fueling a trend toward community-based marketing. Brand recognition has been greatly enhanced by influencer initiatives and collaborations with influential individuals. Social media interactions enable consumers to become active promoters, increasing brand loyalty; Collaboration and Local Context Collaboration across industries and local cultures is a key strategy for the development of internationally applicable products. Creative cities such as London and Seoul have great potential to combine local culture and global technology to foster innovation. The role of MSMEs in the Creative Economy MSMEs have vital roles in implementing sustainability strategies and technological innovation to enhance competitiveness. Resilience techniques and entrepreneurship for sustainability assist MSMEs to survive and prosper in the face of accelerating digitization.

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