

# ANALYSIS OF THE ROLE OF MARKETING DIGITALIZATION ON EASE OF DIGITAL TRANSACTIONS (CASE STUDY OF KAF'S DORAYAKI MSMES)

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## ABSTRACT

The results of this study show that in the implementation of digital marketing for UMKM Kaf's Dorayaki, the strategy of utilizing marketing platforms such as Instagram, Shopee, GrabFood and GoFood has proven a crucial role in expanding the market and facilitating transactions. Even though MSME owners are aware of the benefits and potential of digitalization, there are challenges such as optimizing platform features that have not been fully realized. In addition, the role of marketing digitalization in product information dissemination, service improvement, and market research also has a positive impact on customer awareness and positive brand perception. However, aspects such as clear presentation of information and a professional visual appearance still need to be improved. Convenience constructs such as "easy to learn", "controllable", "clear and understandable", "flexible", "easy to become skillful", and "easy to use" in the context of using Instagram as an effective marketing tool have helped in achieve business goals more efficiently.

**Keywords:** Marketing Digitalization, Ease, Digital Transactions, MSMEs

## INTRODUCTION

Rapid technological developments in the 5.0 revolution era have influenced the digital economy. Trade driven by a more practical system means customers can buy goods and services online easily and quickly. One of the characteristics of the digital economic era is the increasing number of businesses and commercial transactions that use the internet as a medium of communication, collaboration between companies and individuals (Nufian & Wayan, 2019: 6).

MSMEs (Micro Small and Medium Enterprises) play a role in driving Indonesia's economic growth rate. MSMEs have unique characteristics such as flexibility in adapting to market changes and being able to provide jobs for the community. As a country experiencing high economic growth, public consumption is a factor that influences the economy. It turns out that the Indonesian people's passion for consuming food is quite significant.

Kaf's Dorayaki is one of the MSMEs operating in the culinary sector. Kaf's Dorayaki itself was founded in 2007 located in Malang City. One of Kaf's Dorayaki's competitors is Seoul Scent. Seoul scent itself also uses digital marketing via Instagram to market its products. By selling the same products, namely Korean food tteokbokki, rappoki, odeng, ramen, dorayaki and the same market, namely the residents of Greater Malang. However, it can be seen from Kaf's Dorayaki's Instagram posts that they are more active in posting products on the Instagram feed so that there is a greater possibility of spreading information about Kaf's Dorayaki products. The digitalization of marketing at Kaf's Dorayaki also has several things that are lacking in supporting the objectives of the digital marketing role, including in terms of the appearance or visualization of the products on social media which are less attractive, where some photos are displayed blurry and the pictures are taken too close so that the display on Instagram is not structured. and well organized. Apart from focusing on utilizing the Instagram platform to maximize digitalization, Kaf's Dorayaki also actively supports digital transactions. In 2020, they took an important step by introducing QRIS as a transaction method. *Digital marketing* has an important role in making transactions easier, information about products or services can be disseminated quickly and easily to a wider target market.

Research regarding analysis of the role of marketing digitalization on the ease of digital transactions in Kaf's Dorayaki MSMEs can make an important contribution to the world of business and economics. In the current digital era, marketing digitalization has become a necessity for small and medium businesses (MSMEs) to be able to compete and survive in an increasingly competitive market. This research can provide insight into the importance of marketing digitalization in increasing the convenience of digital transactions for MSMEs, so that it can increase business efficiency and productivity. In the long term, this research can also have a positive impact on economic growth and overall development of MSMEs.

### **Formulation of the problem**

1. How does the implementation of marketing digitalization make digital transactions easier at Kaf's Dorayaki MSMEs?
2. What is the role of marketing digitalization in facilitating digital transactions at Kaf's Dorayaki MSMEs?

### **Research purposes**

1. Knowing the implementation of marketing digitalization to facilitate digital transactions for MSME Kaf's Dorayaki .
2. Understand the role of marketing digitalization in facilitating digital transactions for MSME Kaf's Dorayaki .

## **LITERATURE REVIEW**

### **1. Micro, Small and Medium Enterprises (MSMEs)**

MSME is an abbreviation for "Micro, Small and Medium Enterprises". In Law Number 20 of 2008, in (Wijoyo & et al. 2020:137) MSMEs are defined as productive businesses owned by individuals or individual business entities that meet the criteria specified in the law. In general, the characteristics of MSMEs include independent management, self-provided capital, local markets, small company assets, and limited number of employees. The basis for implementing MSMEs is cooperation, a democratic economy, independence, balanced growth, sustainability, efficiency and justice, as well as national economic unity. (Wijoyo & et al. 2020 : 124).

### **2. Marketing Digitalization**

According to Rachmadi (2020: 9) *Digital marketing* or digital marketing is an effort to market products via the internet network. In today's technological developments, more and more companies are using *digital marketing strategies* to market their products.

The use of digital marketing is a way to make it easier to understand the purpose of communication regarding digital marketing, Morissan, 2010 in (Wijoyo & et al, 2020; 25) divides it into:

- a. Information dissemination
- b. Create awareness
- c. Research objectives.
- d. Creating perception.
- e. Product trials.
- f. Improve service.
- g. Improve distribution.

### 3. **Social Media**

According to Wijoyo & et al (2020; 109) Social media is a means of promoting products or services, social media also functions to interact with customers to help them solve the problems they face. Social media is also a platform that plays a role in effective digital marketing efforts.

According to Triana (2022;75) Instagram is a platform that relies on visual displays and is different from Facebook which relies more on text and images. The goal of Instagram is to make it easier for users to share photos and videos. Therefore, many business people use Instagram as a promotional tool by using images and videos as marketing media.

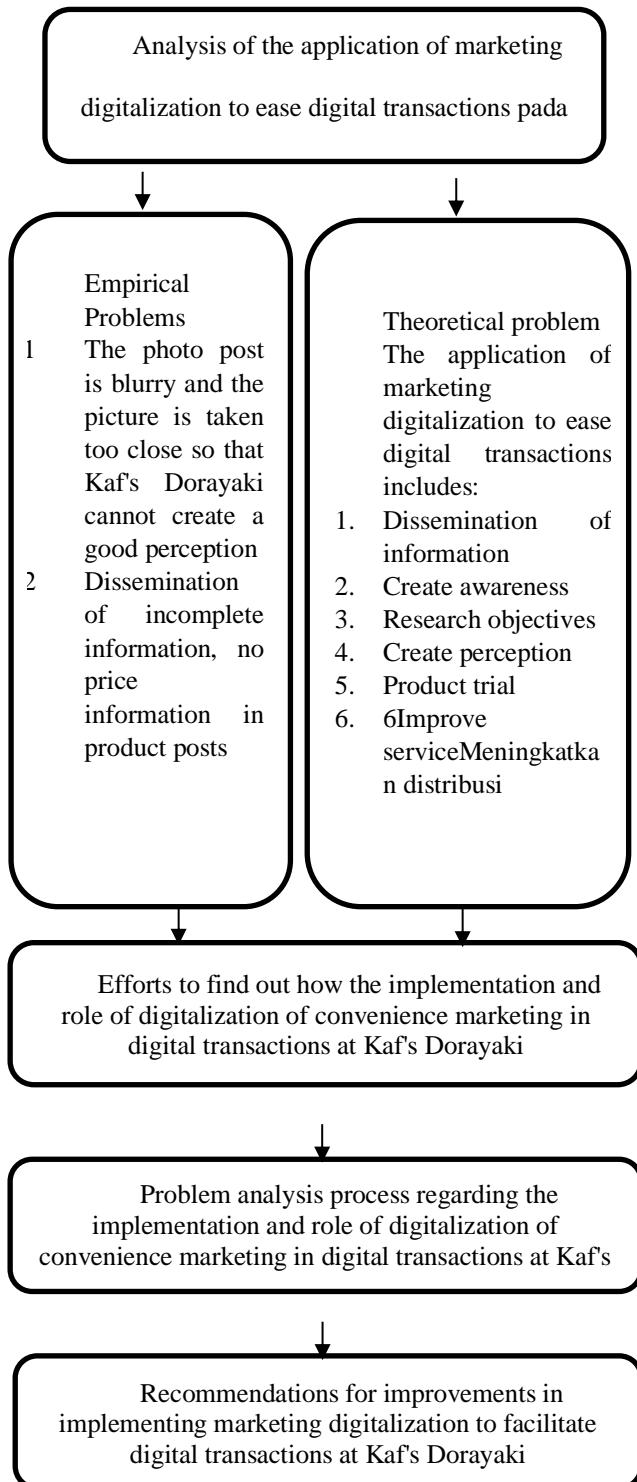
### 4. **Ease of Transaction**

Perceived ease of use refers to a person's level of confidence that using technology does not require much effort. If someone feels that an information system is not easy to use, then he probably will not use it. (Jogiyanto, 2007:115)

Digital transactions are a form of technological progress that makes it easier for people to make payments via the devices they use, such as the internet or applications available on smartphones or websites (Augustinah et al, 2023: 33)

Digital transactions have changed the method of payment from previously using cash to non-cash or cashless transactions. Apart from that, payment methods have also changed from direct payments to transfers, and from using traditional wallets to digital wallets. (Augustinah et al, 2023: 33)

### Hypothesis Framework



## METHODS

### **Types and Focus of Research**

This research uses qualitative research with the following focus:

- a. Implementation of marketing digitalization to facilitate digital transactions
- b. The role of marketing digitalization in facilitating digital transactions.

### **Research sites**

This research was conducted at Kaf's Dorayaki Malang which is located on Jl. Gajayana No.14, Ketawanggede, Lowokwaru District, Malang City, East Java 65144 .

### **Data Sources and Data Collection**

The data sources used are primary and secondary data sources. As well as collecting data using interviews, observation and documentation.

### **Research Instrument**

Researchers in conducting research can be assisted with various supporting instruments, such as interview guides, smartphone devices for recording and taking pictures, and so on .

### **Data analysis technique**

In this research, the interactive model qualitative data analysis method from Miles and Huberman (1994) in (Salim & Syahrur, 2012: 147) is used, which consists of:

- a. Data reduction
- b. Data Presentation
- c. Draw conclusions/verify

### **Data Validity**

- 1 There is no rush in carrying out research activities, so that researchers and research objects can be involved in activities with ongoing interest, which allows collecting data and information about social situations and the focus of research more completely.
- 2 Have perseverance in observing and controlling the data obtained, as well as checking again to ensure the correctness of the data to be presented. Apart from that, reading references, books, research results and related documents is also carried out.
- 3 Adopting triangulation of information from various sources, namely the owner, marketing staff and consumers of Kaf's Dorayaki. This is done by cross-checking and matching data from interviews, observations and documents.
- 4 Discuss with others who are not involved in the research.
- 5 Improve the quality of references and critique writing to evaluate the objectives that have been formulated.

Conduct negative case analysis to find and resolve circumstances that conflict with research findings, so that there is no evidence that can refute the findings

## DISCUSSION

### **Research result**

1. Implementation of marketing digitalization to facilitate digital transactions

The implementation of digital marketing at Kaf's Dorayaki was carried out in 2016 where the owner opened Instagram as a marketing medium. Apart from Instagram, Kaf's Dorayaki also uses e-commerce as a form of marketing digitalization, but Kaf's Dorayaki staff have not uploaded posts for a long time, which means the use of marketing digitalization is not optimal.

Kaf's Dorayaki uses Instagram as a form of digitalization of its marketing. Through this interview, there are benefits from using Kaf's Dorayaki Instagram, where the use of marketing digitalization, namely Instagram, can help develop the company's market, which was originally for school children, has now grown to a wider audience. Apart from that, the costs that need to be used to do digital marketing are more affordable than having to do traditional marketing such as distributing brochures. Owners of Kaf's Dorayaki can experience other benefits from marketing digitalization, namely the ease of carrying out payment transactions. Apart from that, customers also don't need to come directly to the shop to make purchases, because Kaf's Dorayaki has utilized an e-commerce platform to facilitate the online purchasing process.

Owner about his views on the use of Instagram. According to him, Instagram is relatively easy to use and control. He felt that the instructions and guides provided were clear enough to make it easier to understand and use the platform. However, the business owner also admitted that even though he already understood the basics of using Instagram, he still felt he had not fully optimized the features in it.

## 2. The role of marketing digitalization in facilitating digital transactions

### a. Information Dissemination

With Instagram as a digital marketing medium, MSMEs can disseminate information related to products or services to a wider audience.

Through Instagram from Kaf's Dorayaki, consumers get information regarding photo displays of various products at Kaf's Dorayaki and also the names of these products. However, if consumers want to know about price or availability, according to Mrs. Sti Rohmah, consumers can ask about this via the comments column or also via Direct Message on Instagram. You can ask for prices and product variants via DM or comment on Kaf's Dorayaki Instagram. This means that the dissemination of information does not occur completely and in detail regarding the menu from Kaf's Dorayaki, where consumers cannot find out about the prices and also how to order the

products in the post, and if consumers want to know, consumers have to ask first, which makes it ineffective in disseminating information. .

b. Create awareness

The use of marketing digitalization can create awareness where its use is more effective than using traditional media in marketing its products.

Through interviews conducted, it can be seen that the owner of Kaf's Dorayaki is aware that using digital marketing is more effective than using traditional marketing. According to the owner of Kafs Dorayaki himself, digitalizing marketing using Instagram is more economical in terms of costs incurred, more effective in reaching customers. Apart from that, with Instagram the owner can have more variety in marketing which can use videos or images.

c. Research objectives

Using marketing digitalization can make it easier for companies to conduct research regarding competitor information for the business they are running. Apart from competitors, by using digital marketing, companies can get information related to target consumers.

Regarding the use of marketing digitalization, namely Instagram, the owner of Kaf's Dorayaki said that before launching his product, the owner researched the prices of his competitors before determining the price of his product. Apart from that, the owner of Kaf's Dorayaki also sees trends in his target consumers, so Kaf's Dorayaki tries to follow these trends without changing the vision, mission and objectives of establishing Kaf's Dorayaki.

d. Creating perception

By digitalizing marketing, every company can create a positive image or create the perception that the company wants among the wider audience. By creating a positive image, consumers will be more confident in making transactions with the company.

At Kafs Dorayaki, the owner wants the wider audience to see that Kaf's Dorayaki is a trending food made homemade and healthy. In accordance with the vision of the MSME Kaf's Dorayaki itself, namely to become a provider of home-cooked food that is trusted and widely known by the public with a positive image as healthy food. In the interview, the owner said that so far Instagram has not been able to create the perception that the owner wants. In consumer statements, it can be seen that



consumers see Kaf's dorayaki as a contemporary food that is affordable for students. It can be seen that Kaf's Dorayaki's perception of healthy, homemade food has not been formed in the image of Kaf's Dorayaki products.

e. Product trials

By using marketing digitalization, companies can market new products before the products are finally sold.

Kaf's Dorayaki does marketing for new products through feeds and stories from Instagram. By marketing them first, the company can find out how consumers are interested in the product so that the company can estimate how much the product will produce. As with the UMKM Kaf's Dorayaki, the owner said that by testing the product before buying and selling it, the owner of Kaf's Dorayaki could minimize losses because the consumer target for the new Kaf's Dorayaki product was far below what the owner of Kaf's Dorayaki had expected and even for the chicken karage product. It doesn't last long, only lasts for about a month.

f. Improve service

Using marketing digitalization means companies also improve services to attract consumer interest, such as providing couriers to deliver orders to consumers, which provides flexibility to customers.

Kaf's Dorayaki where when using Instagram consumers will ask questions about the product after which they will make payment via transfer or Qris. However, when ordering via Instagram, Kaf's Dorayaki UMKM still doesn't have anyone specifically to deliver orders from consumers. Apart from the lack of maximum results, couriers often forget to respond to DMs or comments, which is one of the things that makes service improvements not run optimally.

In the opinion of consumers, the service provided by Kaf's Dorayaki can be considered good, the results of consumer interviews state that the team is responsive and very clear in explaining the questions asked. Even though consumers are satisfied with the service provided by Kaf's Dorayaki, there is one aspect that is lacking in the service provided. The slow response given by Kaf's Dorayaki to questions asked by consumers is one of the shortcomings of Kaf's Dorayaki service.

g. Improve distribution

The use of marketing digitalization can undeniably increase distribution in the company. With promotions and product appearances in digital marketing, the reach of consumers is wider than usual, so it is likely that product distribution will increase compared to when using traditional marketing. In increasing distribution at Kaf's Dorayaki, the owner also opens access to anyone who wants to partner with Kaf's Dorayaki.

It can also be concluded that in terms of partnerships there has been positive development in increasing distribution. With increasing distribution, of course Kaf's Dorayaki sales will also increase.

As stated in an interview by Kaf's Dorayaki marketing staff. Where Kaf's Dorayaki also experienced an increase in sales volume.

Through analysis of available data, it can be seen that sales via the Instagram platform have lower performance compared to other sales platforms. However, there are two platforms that stand out with the highest sales, namely Shopee and Grab Food. Sales through Shopee and Grab Food were able to reach significant figures, showing the popularity and effectiveness of these two platforms in reaching consumers. Based on previous interviews, transactions on social media and e-commerce are mostly carried out via bank transfers and also using QRIS as a commonly used form of digital transaction. This shows that digital and non-cash payments are increasingly popular among consumers, as well as the convenience and security offered by these payment methods.

#### **1. Implementation of marketing digitalization to facilitate digital transactions for MSME Kaf's Dorayaki**

Since 2016, Kaf's Dorayaki MSMEs have implemented innovative marketing digitalization. They use the Instagram platform as the main media to market their products, by sharing attractive product images and attracting the attention of potential customers. Apart from that, Kaf's Dorayaki has also succeeded in maximizing online marketing efforts through various well-known e-commerce platforms such as Shopee, GrabFood, and GoFood. Their presence on this platform makes it easier for customers to purchase Kaf's Dorayaki products online and at the same time helps them to reach a wider market share.

The implementation of marketing digitalization at Kaf's Dorayaki MSMEs can be seen through the use of the Instagram platform and various e-commerce platforms such as Shopee, Grab Food, and Go Food. The implementation of marketing digitalization has

made it easier for Kaf's Dorayaki MSMEs to carry out digital transactions. Moreover, consumer preferences tend to choose payment methods via transfer and QRIS which also supports the success of this digitalization strategy. This indicates that the implementation of marketing digitalization has important significance in encouraging ease of transactions for Micro, Small and Medium Enterprises (MSMEs). Through the use of digital technology such as e-commerce platforms and social media, MSMEs can offer their products or services online, allowing customers to easily browse product catalogues, make purchases, and even pay digitally. This not only saves time and effort for consumers, but also opens up opportunities for wider market access, and increases the competitiveness of MSMEs in an increasingly connected digital era.

## 2. **The role of marketing digitalization in the convenience of Kaf's Dorayaki MSME digital transactions**

With *digital marketing*, companies have greater opportunities to reach consumers and convey information effectively. Kaf's Dorayaki uses the Instagram platform as a means to convey complete and in-depth information about their products.

However, in practice, the owner of Kaf's Dorayaki only shares limited information about the product name without providing further details. This condition is unfortunate because consumers cannot obtain quality information that is complete, easy to understand and in accordance with the desired perception of Kaf's Dorayaki, where consumers do not get information on product prices and product variants directly. The owner of Kaf's Dorayaki shows awareness of the various features provided by Instagram. Even though they understand the functionality of the feature, Kaf's Dorayaki owners are not yet completely "easy to become skillful" in applying it.

Through the Instagram platform, Kaf's Dorayaki can use open data to monitor the prices of products offered by competitors before setting their own product prices. Utilizing Instagram as a tool for conducting market research and gathering information is a step that supports the concept of convenience, especially in the "controllable" dimension.

Apart from including complete information, it is important for MSMEs to pay special attention to the visual appearance of their products carefully and professionally. To achieve this goal, Umkm Kaf's Dorayaki must pay more attention to the way they convey information to consumers, by providing more complete explanations and highlighting the healthy values and quality of their products in marketing content.

Product trials via Instagram have a very important role for Micro, Small and Medium Enterprises (MSMEs). In the context of product trials, it appears that the construct of convenience, especially in the "controllable" and "clear and understandable" aspects, has been successfully realized in the use of Instagram as a tool to support product trials.

The lack of optimal service provided by Kaf's Dorayaki in building good relationships between MSMEs and consumers is a very unfortunate thing. In the context of Kaf's Dorayaki MSMEs, improving service is an important step to increase customer satisfaction and build stronger relationships with consumers.

In order to increase the distribution of their products, Kaf's Dorayaki owners need to understand the need to optimize the features available on the Instagram platform. By utilizing convenience constructs such as *"easy of learn"*, *"controllable"*, *"clear and understandable"*, *"flexible"*, *"easy to become skillful"*, and *"easy to use"*, business owners can design effective and efficient marketing strategies .

## CONCLUSION

Marketing digitalization has a crucial role for Kaf's Dorayaki MSMEs, which since 2016 have utilized Instagram and platforms such as Shopee, GrabFood and GoFood to market their products online. However, the use of these features has not yet been implemented, indicating that the "Clear and understandable" and "Easy to become skillful" aspects have not been fully realized. Despite realizing its potential, further exploration steps towards this feature still need to be carried out.

The role of marketing digitalization in Kaf's Dorayaki MSMEs is that the maximum role in utilizing digitalization strategies will provide optimal benefits for their business. However, there are several obstacles that need to be overcome, such as a lack of complete and clear information in marketing content, a less professional visual appearance, and a lack of responsiveness in service to customers. By optimizing these roles, Kaf's Dorayaki can achieve maximum results and better utilize their business potential in this digital era.

**Comprehensive Improvement of Product Information:** It is recommended that Kaf's Dorayaki MSMEs implement a more comprehensive approach in conveying product information to potential customers. **Optimizing Customer Interaction:** Kaf's Dorayaki MSMEs are advised to increase interaction with customers through the Instagram platform and other channels. **Implementation of Product Delivery Personnel:** As an effort to improve service,

MSME Kaf's Dorayaki is proposed to consider assigning personnel who are specifically responsible for managing product delivery to customers. Optimizing Instagram Features for Marketing: Kaf's Dorayaki MSMEs are reminded to increase the effectiveness of marketing campaigns on Instagram by focusing on more mature and efficient strategies in utilizing the platform's features. Optimizing Online Sales: Kaf's Dorayaki MSMEs are advised to pay attention to increasing sales volume through online channels. Recruitment of Professional Staff in Content Management: In order to optimize the visual aspects on Instagram, it is recommended that MSME Kaf's Dorayaki consider recruiting professional staff who have expertise in taking pictures and arranging content .

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