



ENHANCING BRAND IDENTITY AND PURCHASE INTENTION THROUGH DIGITAL MARKETING STRATEGY

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Abstract: Addressing the "digital invisibility gap" and the limited empirical evidence on the "zero-to-one" digital transition of micro-scale vendors, this study aims to analyze the implementation of a structured digital marketing strategy at Uda Denai Juice. Using a qualitative case study design and the Stimulus-Organism-Response (SOR) model, data were gathered through semi-structured interviews, field observations, and Instagram analytics. Data analysis followed a deductive coding procedure to link qualitative narratives with theoretical constructs. Results indicate that the shift from generic illustrations to authentic product photography significantly enhanced professional visibility, recording 28,546 views and a reach of 19,592 unique accounts—a substantial surge from the pre-intervention stage where digital reach was virtually non-existent. Qualitative findings reveal that consistent, professional visual content effectively increased brand trust, brand image, and brand love, which subsequently drove purchase intention. This study concludes that for micro-enterprises, a structured digital strategy is a critical factor in enhancing MSME digital resilience. The implications suggest that micro-scale businesses can achieve sustainable growth by leveraging digital assets as operant resources to penetrate new markets independently.

Keywords: *digital invisibility gap, brand love, purchase intention, SOR model, MSME*

INTRODUCTION

In the beverage and culinary industry, particularly for ready-to-drink healthy drinks like fresh fruit juice, marketing plays a highly strategic role due to the high level of competition and increasingly digital changes in consumer behavior. According to Kotler and Keller (2016), marketing focuses not only on product sales but also on creating value, brand image, and effective communication with consumers. This is reinforced by Tuten and Solomon (2017), who stated that digital marketing is a crucial tool for building brand awareness, increasing interaction, and expanding market reach, especially for micro and small businesses.

Along with technological advancements, marketing strategies have shifted from conventional approaches to digital-based marketing. In general, the development of digital technology has brought significant changes to marketing strategies, including for Micro, Small, and Medium Enterprises (MSMEs) (Mujiatun, 2021). Digital marketing enables

businesses to convey product and service information to consumers more quickly, broadly, and interactively (Kotler & Keller, 2016). Furthermore, digital transformation is no longer just an option but a primary driver for MSME digital resilience, enabling small businesses to maintain market relevance and adaptability amid rapid economic shifts (Zukari & Aryanto, 2025). However, in practice, many MSMEs in Indonesia have not yet been able to optimally adopt digital marketing (Abigael, 2024). Approximately 89% of MSMEs still conduct marketing activities conventionally and rely solely on direct transactions. This situation results in limited market reach, dependence on consumers near the business location, and relatively slow business growth. However, utilizing digital media has significant potential to increase business visibility, expand the market, and build long-term relationships with consumers through ongoing two-way communication (Lindiani et.al., 2024). In the context of MSMEs, digital marketing also plays a role in establishing brand identity and business image in the eyes of consumers, enabling them to showcase product uniqueness and service quality through engaging visual narratives (Tuten & Solomon, 2018)

Uda Denai Juice exemplifies a micro-enterprise facing these digitalization challenges. In a preliminary interview conducted in September 2025, the owner emphasized the importance of social media, stating, "Social media has been very influential in helping my business reach new customers and introduce the product more widely". Despite this awareness, marketing activities remain simple, relying heavily on word-of-mouth and direct onsite sales (Misbaqul, 2025). The business does not yet have an official digital promotional platform to professionally represent its brand identity (Firdhi, 2025). This absence makes information difficult for potential consumers outside the local area to access, preventing full utilization of market potential (Sari, 2025). While digital marketing in the beverage sector is a well-researched area, a significant gap exists regarding the 'zero-to-one' digital transition of micro-enterprises. Unlike existing studies that focus on the optimization of digital engagement for established brands with pre-existing online footprints, this research investigates the specific challenges and strategic requirements for a micro-scale vendor transitioning from complete digital invisibility to a structured, professional presence with limited resources.

Based on the aforementioned gap, this study addresses the following research question: How does the implementation of a structured digital marketing strategy based on the SOR model facilitate the formation of brand identity and stimulate purchase intention for a previously conventional micro-enterprise?

Furthermore, digital marketing effectiveness is heavily influenced by attractive and consistent visual content. According to Naura (2021), visual content is vital in capturing consumer attention and fostering positive perceptions of quality. In this study, the Stimulus-Organism-Response

(SOR) model is applied as the theoretical framework to examine how newly-introduced digital stimuli affect the consumer's internal state. Digital promotional content serves as the stimulus that affects the consumer's internal state, such as brand love (Lady et al., 2025), which ultimately triggers the response in the form of purchase intention. Currently, limited product documentation results in low promotional appeal compared to digital-optimized competitors (Albani, 2024). This limitation restricts the acquisition of new customers, serving as a primary obstacle to sales growth (Selfina, 2025). Therefore, it is necessary to design a practical digital marketing strategy that aligns with MSME characteristics to increase visibility and brand identity amidst fierce competition (Jeane, 2023). By bridging the disconnect between product quality and digital visibility, this study aims to provide a sustainable framework for micro-scale digital transformation.

LITERATURE REVIEW

Digital Marketing and MSME Resilience

Digital marketing has emerged as a fundamental strategy for Micro, Small, and Medium Enterprises (MSMEs) to navigate rapid technological shifts and evolving consumer behaviors. This evolution aligns with Service-Dominant Logic (S-D Logic), where value is no longer seen as merely residing in the physical product but is co-created through the exchange of information and digital services (Vargo & Lusch, 2016). Within this logic, digital platforms act as critical operant resources that facilitate a deeper connection between the business and its audience. Digital platforms facilitate efficient information dissemination, broader market reach, and interactive consumer engagement (Kotler & Keller, 2016). Research indicates that digital marketing significantly bolsters MSME growth by enhancing market access, operational efficiency, and overall competitiveness (Nurhasanah & Sukardi, 2024). However, despite the proliferation of digital infrastructure in Indonesia, many MSMEs remain tethered to conventional marketing methods, which inherently restricts their scalability and reach (Sudarsono & Yusuf, 2025). Evidence from systematic literature reviews suggests that adopting digital marketing strategies is vital for business resilience and sustainability, particularly within highly competitive sectors like food and beverages (Merinda et al., 2025).

Social Media as a Strategic Branding Tool

Social media platforms, especially Instagram, have become particularly effective tools for MSMEs due to their affordability and high engagement potential. These platforms allow small businesses to showcase products, articulate brand values, and maintain real-time interaction with consumers (Agustina et al., 2025). Marketing activities on social media—such as storytelling and content creation—significantly amplify brand

awareness and customer engagement (Tarhan & Dursun, 2024). Consistency in these activities is paramount; it fosters consumer trust and solidifies brand positioning, which is critical for businesses operating with limited promotional budgets (Lestari et al., 2024). Conceptually, this consistency serves as a repetitive stimulus that reduces perceived risk, acting as a psychological bridge that converts mere digital awareness into credible brand perceptions. Furthermore, integrated digital marketing communication via social media supports a coherent brand identity, enabling MSMEs to compete more effectively against larger corporations (Utomo et al., 2025).

The Role of Visual Content and Brand Identity

In the digital landscape, visual content serves as a primary driver of consumer response. High-quality visual assets including photos and graphic designs effectively communicate product quality and hygiene, which is essential in the beverage industry (Naura, 2021). Visual storytelling does more than just inform; it builds emotional connections, leading to stronger brand attachment. For MSMEs, these visual elements represent their professionalism and identity, directly influencing consumer confidence and purchasing decisions (Prasetya et al., 2024). The aesthetic quality and narrative depth of digital assets act as vital stimuli that navigate the consumer from cognitive recognition to an emotional state of "Brand Love." Conversely, poor visual documentation can stifle promotional effectiveness and hinder customer acquisition (Alvianno et al., 2024).

Theoretical Framework: SOR Model and Purchase Intention

This research utilizes the Stimulus-Organism-Response (SOR) model to analyze the relationship between digital marketing and consumer behavior. Within this framework, digital stimuli— including social media marketing (SMM), analytics-driven consistency, and professional visual narratives—act as the Stimulus. Unlike conventional models that view marketing as a direct trigger for sales, the SOR framework posits that these stimuli must first reshape the Organism (O), or the internal state of the consumer.

The internal state encompasses both cognitive perceptions, such as brand trust and brand image (Lady et al., 2025), and deep emotional bonds, specifically brand love (Lady et al., 2024). When professional visuals and consistent interactions successfully foster trust and emotional resonance, they mitigate consumer skepticism toward micro-scale brands. These psychological states subsequently dictate the behavioral Response in the form of purchase intention (Ekasari et al., 2025). This process occurs in a digital ecosystem where visual authenticity becomes the primary currency for engagement. Engagement on social media acts as a mediator in this process, fostering the trust and familiarity necessary for consumers to commit to a purchase, especially for health-related products (Charissa, 2025).

Furthermore, long-term sustainability in digital marketing is achieved through continuous engagement and personalized communication, which collectively cultivate customer loyalty (Zukari & Aryanto, 2025). Despite these strategic benefits, micro-enterprises often encounter internal barriers such as limited digital literacy and a lack of specialized content creation skills, leading to inconsistent marketing execution (Hadinata, 2025; Huda et al., 2025). Within the SOR framework, such inconsistencies act as "weak stimuli" that fail to trigger the desired psychological state in the consumer. Overcoming these obstacles requires the development of structured, practical guidelines – including content planning and visual standards – to ensure that digital marketing efforts provide a stable and professional stimulus. This structured approach is essential to effectively translate digital interactions into sustainable business growth and long-term brand resilience (Zukari & Aryanto, 2025).

Conceptual Framework

To synthesize the theoretical relationships discussed, this study proposes a conceptual framework (Figure 1) that maps the transition from digital stimuli to behavioral response. This model illustrates how technical marketing outputs – facilitated by a structured content bank and calendar – act as environmental stimuli (S) that shape the consumer's internal state (O). These stimuli aim to build brand trust and brand image, eventually fostering brand love (Lady et al., 2024). Ultimately, these psychological shifts stimulate the final response (R) in the form of purchase intention and digital market penetration.

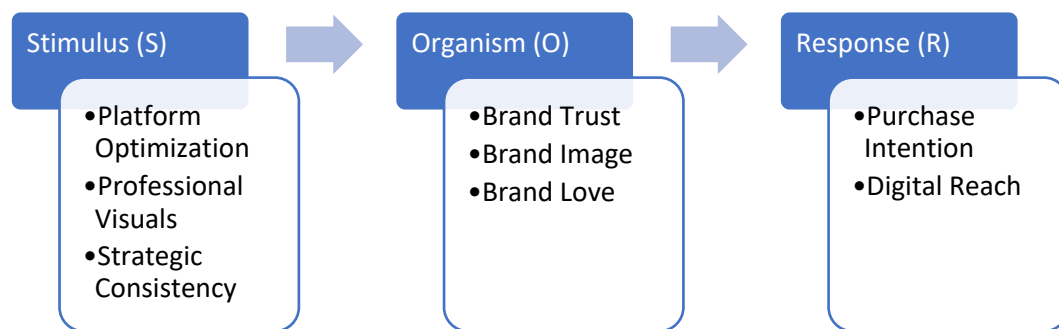


Figure 1.
Research Conceptual Framework

METHODS

This study utilizes a qualitative descriptive approach with a case study design centered on Uda Denai Juice. This methodology is designed to provide a comprehensive analysis of the implementation and impact of

digital marketing strategies on a micro-enterprise within its natural business environment.

Data Sources and Sampling

The data collection for this research primarily utilizes primary data obtained directly from Uda Denai Juice, which serves as the primary research object. The selection of respondents was conducted using the convenience sampling technique. Consistent with the theory of Sugiyono (2018), this technique was selected because the participants were available and willing to participate during the data collection process. While convenience sampling may introduce certain demographic biases, it was deemed appropriate for this micro-enterprise context to capture immediate perceptions from actual consumers interacting with the newly implemented digital assets. The study involved a total of six participants: the business owner as the primary informant, and five consumers (C1 to C5) representing various professional backgrounds, including banking, production, and logistics, to provide diverse perspectives on the digital transformation.

The primary informant in this study is the business owner, who provided internal management perspectives. To capture diverse consumer viewpoints, participants from varying professional and demographic backgrounds were included. The demographic diversity ensures a comprehensive evaluation of how digital marketing strategies influence purchase intention across different consumer segments.

Data Collection Techniques

Data collection was executed through three main techniques: observation, semi-structured interviews, and documentation. Observation was conducted directly at the business location to understand daily operational activities and actual customer interaction patterns. Semi-structured interviews were held with both the business manager and customers to gather deep insights into internal marketing strategies and consumer perceptions. As highlighted by Belina (2022), semi-structured interviewing is a pivotal research tool that is particularly effective for uncovering hidden aspects of social life and organizational challenges that are not immediately perceptible.

Furthermore, documentation involved gathering visual evidence of activities and social media analytics from the implemented platforms. Utilizing these digital insights is essential for analyzing variations in user engagement and fine-tuning marketing strategies to optimize brand visibility (Elango and Sithambalam, 2025). This data collection process was vital for capturing the business's visual identity and branding preferences.

Data Validity and Analysis

To guarantee data validity and credibility, this study employs technique triangulation. Adhering to the framework proposed by Moleong (2017), triangulation was performed by cross-verifying data accuracy from

the same source through different methods: comparing findings from onsite observations with statements from informants during interviews, and further validating these results through digital insight data.

The data analysis followed a deductive coding procedure aligned with the SOR model (Azungah, 2018). First, interview results were transcribed and categorized into "Stimulus" (responses regarding visuals and consistency), "Organism" (responses regarding brand trust, brand image, and brand love), and "Response" (responses regarding purchase intention and reach). This coding process ensures that the qualitative narratives are systematically linked to the theoretical framework, providing a structured basis for the descriptive analysis.

Subsequently, the study applies descriptive data analysis techniques to measure the relationship between business performance and the digital marketing variables (Elsaman et.al., 2022). The analysis focuses on evaluating the transformation of the business's professional image and consumer interaction levels by comparing conditions before and after the implementation of the digital marketing system.

RESULTS AND DISCUSSION

Results of Digital Marketing Implementation

The implementation of digital marketing strategies for Uda Denai Juice focused on establishing an integrated and sustainable digital presence. The primary outcome was the transformation of the business's digital identity through the optimization of Instagram as a central promotional and communication hub.

The transition in professional appearance is evidenced in Figure 2 and Figure 3. Prior to intervention (Figure 2), the account relied heavily on generic illustrations and stock photos sourced from the internet, which failed to represent the actual product quality or the business's physical existence. This lack of authenticity created a "digital disconnect" that hindered consumer trust. Post-implementation (Figure 3), the account evolved into a professional digital storefront featuring original high-quality photography of the actual products and the business location. This shift from generic to authentic visual stimuli accurately reflects the character of healthy, natural beverage products, where transparency regarding ingredients and hygiene is paramount. This professional branding serves as a proxy for quality, where consumers can visually verify the product before making a purchase decision.

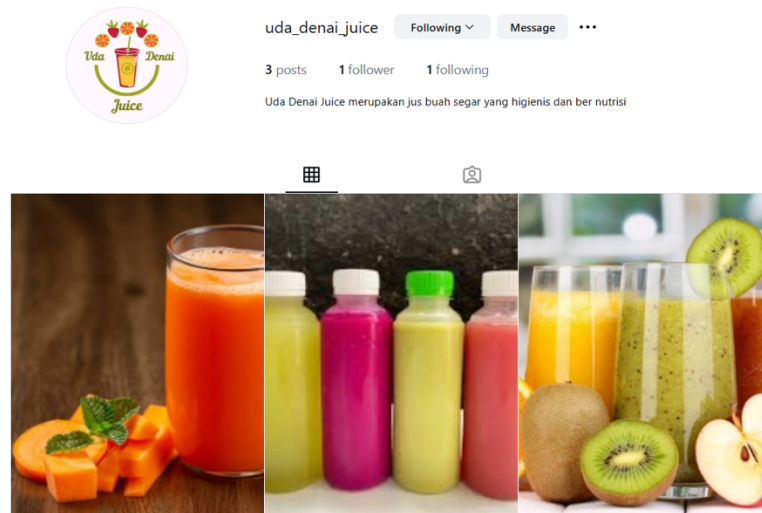


Figure 2.
Instagram Profile (Before)

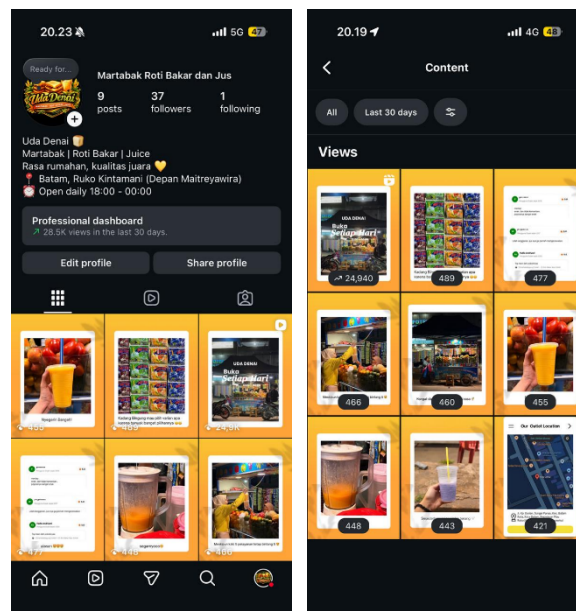


Figure 3.
New Instagram Profile (After)

To complement the social media presence, the Google Business Profile and Google Maps were optimized. As shown in Figure 4, the profile now provides essential business details, which has successfully bridged the gap between online discovery and offline visits—a critical transition for local culinary vendors.

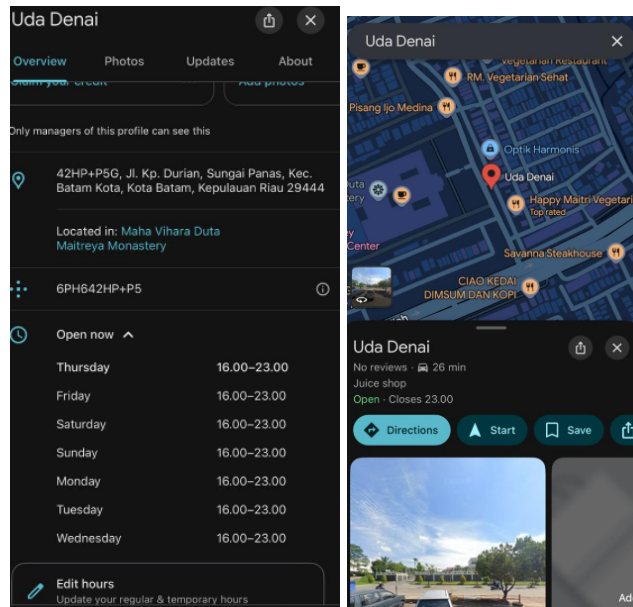


Figure 4.
Uda Denai Juice Map and Google Review

Analysis of Digital Performance and Audience Engagement

The effectiveness of the digital stimuli comprising consistent visual content and strategic optimization is reflected in the quantitative growth metrics. Figure 5 illustrates the Instagram account's performance, recording a total of 28,546 views during the observed period. Compared to the pre-intervention stage where digital reach was virtually non-existent, this surge represents a significant milestone in market penetration. Notably, the majority of these views originated from non-followers, suggesting that the use of authentic visual content successfully triggered the platform's discovery algorithm, moving the business from digital anonymity to active visibility.

Furthermore, the account achieved a reach of 19,592 unique accounts. In the context of a micro-scale enterprise in the local beverage sector, this reach is notably high, as it indicates a "viral discovery" effect facilitated by Instagram Reels. This high level of exposure resulted in 128 total interactions. While 128 interactions may seem modest for large brands, for a micro-enterprise starting from zero, this represents a 100% increase in digital consumer engagement. In December alone, the account recorded an increase of 38 new followers, with 69% of interaction views originating from non-followers. These results demonstrate that the combination of organic content and paid promotion simulations effectively expanded brand visibility, moving the business from digital anonymity to a state of active market penetration.

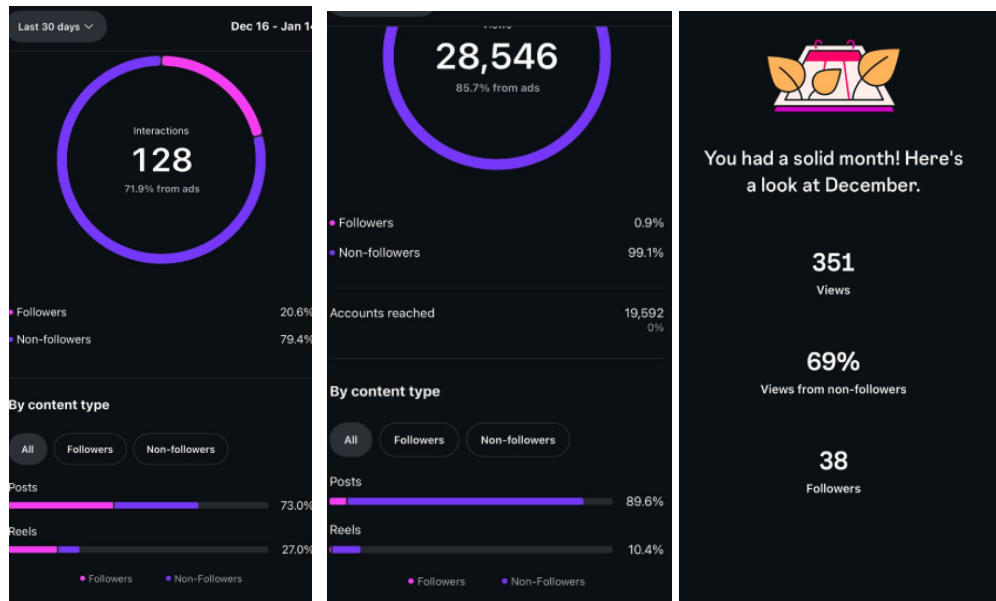


Figure 5.
Instagram Uda Denai Juice Views and Followers

Qualitative Insights: Consumer and Owner Perspectives

The quantitative data is further supported by qualitative feedback from both the business owner and consumers. The owner noted a significant shift in brand perception, stating:

"After the Instagram account was organized more neatly and informatively, my business looks more professional than before".

This reinforces the notion that a structured digital identity serves as a proxy for professionalism in the eyes of stakeholders. Consumer feedback highlights that the digital platform serves as a critical factor in their awareness and purchasing journey. One respondent from the banking sector (C1, 25 years old) emphasized the role of social media in the discovery phase:

"I first learned about this product from social media. The information presented was quite comprehensive and interesting, which made me ultimately buy the product".

The element of trust, a crucial component of the organism state in the SOR model, was echoed by another respondent working in factory production (C2, 31 years old):

"The Instagram display is now clearer... I am more confident in purchasing and trying the products offered".

These insights confirm that a digital presence, where information is presented transparently, acts as a vital bridge for accessibility. This sentiment was shared across various economic backgrounds, including a logistics courier (C3, 35 years old) and a home-based seamstress (C4, 31 years old), both of whom noted that regular Instagram updates served as a nudge that increased their interest in visiting or ordering products.

Discussion

The findings of this study validate the conceptual framework proposed in Figure 1, demonstrating that digital transformation in micro-enterprises is a structured process of stimuli and psychological responses. The results explain how the specific shift from generic stock illustrations to authentic product photography—featuring actual business conditions—acts as a potent environmental stimulus (S). This shift is essential because long-term sustainability in digital marketing is fundamentally achieved through continuous and professional engagement that mitigates consumer skepticism (Zukari & Aryanto, 2025).

The transformation of the Instagram profile directly influenced the Organism (O) state, specifically brand trust, brand image, and brand love. While earlier research emphasized the emotional bond of brand love (Lady et al., 2025; Lady et al., 2024), the findings suggest that for micro-scale businesses, brand trust serves as the foundational prerequisite. This is evidenced by the feedback from a professional photographer (C5, 30 years old), who noted that the visual documentation of business activities provided "more confidence that Uda Denai Juice is well-managed and offers quality products." This confirms that a professional digital identity acts as a proxy for operational credibility, overcoming the "weak stimuli" often associated with inconsistent marketing execution (Huda et al., 2025).

The Response (R), manifested in 28,546 views and increased purchase intention, illustrates the effective closing of the "digital invisibility gap." This study defines the "digital invisibility gap" as the systemic isolation of high-quality micro-enterprise products caused by a lack of professional digital representation. The transition from digital anonymity to active market penetration was achieved by overcoming internal barriers, such as limited digital literacy and specialized content creation skills (Hadinata, 2025). The implementation of a structured content bank and calendar ensured that the "gap" was not just closed by having an account, but by maintaining a strategic stimulus consistency that resonates with the consumer's psychological state.

Ultimately, this research demonstrates that digital transformation is not merely a technological shift but a psychological bridge. By utilizing digital insights to fine-tune marketing strategies, micro-enterprises can significantly optimize their brand visibility and market reach (Elango and Sithambalam, 2025). These findings expand the empirical application of the

SOR model, proving that even with limited resources, micro-enterprises can effectively trigger the desired consumer response by mastering authenticity-driven stimuli through structured digital storytelling.

CONCLUSION

In conclusion, this research successfully fills the empirical gap concerning the initial digital transformation of micro-scale healthy beverage businesses. The findings demonstrate that establishing a professional digital identity is a critical factor—rather than merely a technical one—for enhancing MSME digital resilience. By systematically bridging the “digital invisibility gap,” this study proves that a structured digital presence serves as a pivotal resource that allows micro-enterprises to adapt and thrive in an increasingly competitive digital landscape.

From a theoretical perspective, this study contributes to MSME digital resilience theory by illustrating that resilience is not only built through financial capital but also through "digital capital" in the form of authentic and consistent brand stimuli. Furthermore, aligned with S-D logic, the digital platforms developed in this study act as operant resources where value is co-created through transparent information and emotional engagement (brand love). This shift from simply selling a product to managing a digital service ecosystem is what ultimately triggers the consumer's internal organism and subsequent purchase intention.

Based on the research findings, Uda Denai Juice is advised to maintain rigorous consistency in social media management by adhering to the established content bank and calendar. Consistency in visual quality — moving away from generic illustrations to authentic product photography—is critical for sustaining brand trust and brand image. Additionally, the business should regularly conduct performance evaluations to ensure that promotional strategies remain aligned with audience interests. To drive further growth, the business is encouraged to gradually implement paid promotional strategies and continuous optimization of the Google Business Profile to maintain local search visibility.

While this study provides valuable insights, it is limited by its focus on a single case study and one primary social media platform. Future research should consider a multi-case approach involving diverse MSME sectors to enhance the generalizability of the findings. Furthermore, subsequent studies could explore the effectiveness of emerging platforms such as TikTok or utilize quantitative methods to measure the long-term correlation between specific digital content types and actual conversion rates.

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