

Social Media Marketing Optimization to Increase MSME Brand Preference: Systematic Literature Review

Laelah Purnamasari^{1*}, Mohamad Rizan², Karuniana Dianta A. Sebayang³, Setyo Ferry Wibowo⁴

¹ Quduwah Islamic College Depok, West Java, Indonesia.

^{2,3,4} Faculty of Economic, Universitas Negeri Jakarta, Indonesia.

*Correspondence can be addressed to: lailamanajemen@gmail.com

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ABSTRACT

This research discusses the importance of optimizing social media marketing strategy for Micro, Small, and Medium Enterprises (MSMEs) to increase brand preference and business success. By considering the characteristics of MSMEs such as size, industry, and experience in using social media, this research highlights several implications that can serve as guidelines for MSMEs in developing effective marketing strategies. In the modern business context, social media has become a very important tool in marketing. However, effective use of social media requires a strategy tailored to each business's characteristics and needs. Micro, Small, and Medium Enterprises (MSMEs) are a sector that needs the right strategy to utilize social media to increase brand preference and competitiveness. This study aims to explore the implications of MSME characteristics on the effectiveness of social media marketing strategies. By taking into account the size of the businesses, the industry in which they operate, and their level of experience in using social media, this study provides deep insights into how MSMEs can optimize their use of social media. One important implication is the need to develop a marketing strategy that is tailored to the needs and target audience of MSMEs. Quality content, active interaction with the audience, effective use of advertising, and continuous data analysis are key factors that MSMEs should consider in designing their social media marketing strategy. The results of this study can provide practical guidance for MSMEs in developing more effective marketing strategies and increasing their business success through social media. By understanding the implications of their characteristics, MSMEs can better utilize the full potential of social media to achieve marketing goals and increase brand preference in an increasingly competitive market.

Keywords: *MSMEs, social media, marketing, brand preference, strategy.*

INTRODUCTION

The influence of information technology, particularly the internet and social media, has significantly transformed the global marketing paradigm. The impact is also felt strongly in the Micro, Small, and Medium Enterprises (MSMEs) sector, which is one of the most experiencing the positive benefits of this digital era. In this context, social media is not just a platform, but

one of the main tools for MSMEs to reach a wider market share, build brand image, and increase consumer preference for the products or services they offer.[1]

Social media marketing is not just about having an online presence, but also about the ability to optimize strategy, content, and interactions to achieve larger business goals, including increasing brand preference. Brand preference itself is an important parameter in assessing the extent to which consumers have a preference, trust, and tendency to choose a brand compared to its competitors. For MSMEs, increasing brand preference is not just a goal, but also provides a significant competitive advantage in an increasingly tight market.[2]

This research is conducted with the main objective to explore and analyze the literature related to marketing optimization through social media in the context of MSMEs to increase brand preference. Using the Systematic Literature Review (SLR) approach, this research will explore various related studies, theories, and practices that have been conducted by previous researchers. The rationale of this research lies in its contribution in providing a deeper understanding of the factors that influence MSME brand preference through social media marketing.[3]

The main objectives of this research include the preparation of a systematic and comprehensive literature review on social media marketing optimization to increase MSME brand preference, identification of key factors that influence MSME brand preference in the context of social media marketing, and analysis of effective social media marketing practices and strategies in increasing MSME brand preference. By achieving these objectives, this research is expected to provide useful new insights for MSME stakeholders, including business owners, marketing practitioners, and researchers in this field.[4]

The relevance of this research is immense in the current context where digitalization has become an integral part of business activities. MSMEs, as a pillar of the economy in many countries, must continue to develop adaptive and effective marketing strategies to remain competitive in an increasingly tight market. With a better understanding of how marketing through social media can be optimized to increase brand preference, MSMEs can gain a sustainable competitive advantage in the long run.

THEORITICAL REVIEW

Optimizing social media marketing to increase MSME brand preference is a strategic step that is highly relevant in today's digital era. The concept of social media marketing has become a cornerstone for many businesses, especially MSMEs, to expand their market share and

strengthen their brand position in the eyes of consumers. In this context, it is important to understand the concept of social media marketing, brand preference, as well as optimization strategies that can connect the two to achieve greater business goals.[5]

Social Media Marketing Concept

Social media marketing is a strategic approach that uses social media platforms such as Facebook, Instagram, Twitter, and YouTube to promote products or services. The uniqueness of social media marketing lies in its ability to directly interact with audiences, build online communities, and create relevant and engaging content. MSMEs can utilize social media marketing to increase their visibility, expand their reach, and build closer relationships with potential and existing customers.[6]

Brand Preference

Brand preference is the tendency of consumers to choose products or services from one brand compared to other brands. Factors that influence brand preference include product quality, price, brand reputation, customer experience and overall brand image. High brand preference provides a competitive advantage for MSMEs in retaining and attracting customers.[7]

Social Media Marketing Optimization Strategy

To optimize social media marketing and increase brand preference, MSMEs can adopt a number of strategies that have proven effective. First, is to select a platform that is suitable for the target audience they want to reach. Each social media platform has different characteristics and user demographics, hence it is important for MSMEs to choose the platform that is most relevant to their audience. Furthermore, quality content is also key in building brand awareness and maintaining customer interest.[8] Content that is engaging, informative, and suits the needs of the audience will help MSMEs build strong relationships with customers. Active interaction with customers should also not be overlooked; quick and active responses to comments, questions and feedback from customers on social media can help build closer relationships and increase customer trust in the brand. In addition, the use of effective advertising is also an important strategy in reaching a wider audience and increasing brand awareness. With the right advertising strategy, MSMEs can expand their market reach more efficiently. Lastly, data analysis and performance measurement of social media campaigns are important steps to understand how effective the marketing strategies are and make the necessary

improvements to optimize them in the future. By implementing these strategies in an integrated manner, MSMEs can increase their brand preference in an increasingly competitive and dynamic market.[9]

Relationship between Social Media Marketing Optimization and Brand Preference

Marketing optimization through social media has a close relationship with MSME brand preference, which can be realized in several ways. First, marketing optimization can increase brand awareness, which is consumer awareness of the brand. With effective marketing strategies, MSMEs can expand their reach and increase their brand exposure among consumers. Furthermore, active and positive interactions on social media can also help build closer relationships between brands and customers.[8] By interacting directly, MSMEs can create a more personalized experience and build strong customer loyalty. In addition, quality and consistent content also plays an important role in improving brand image. By presenting content that is engaging, informative, and in line with brand values, MSMEs can strengthen their positive image in the eyes of consumers. Finally, prompt response, transparent communication, and good problem-solving can also help increase customer trust in the brand. By providing good and responsive service, MSMEs can build a positive reputation and increase customer loyalty. Thus, social media marketing optimization not only directly affects MSME brand preference, but also helps build a strong foundation for long-term growth and success.[9]

RESEARCH METHODS

This research uses the Systematic Literature Review (SLR) method to analyze various journals published between 2017 and 2024. The SLR method is used to ensure this research is based on a comprehensive and up-to-date analysis of social media marketing optimization for Micro, Small and Medium Enterprises (MSMEs) in increasing brand preference.[10]

From the results of the SLR, it can be concluded that MSMEs play an important role in the global and local economy. However, they often face challenges in marketing their products or services due to resource constraints and limited market accessibility. Therefore, social media marketing optimization becomes a relevant and effective strategy for MSMEs in increasing their brand preference.

SLR analysis also shows that there are various strategies that MSMEs can implement to optimally utilize social media. Selection of social media platforms that suit the target audience, creation of engaging and informative content, active interaction with the audience, effective use of advertisements, continuous data analysis are some of the key strategies found in the literature.

The importance of using the right social media marketing strategy is also evident in this study. MSMEs that are able to optimize social media usually have a significant increase in brand awareness, better relationships with customers, improved brand image, and higher customer trust.[11]

In addition, this study highlights that MSME characteristics such as size, the industry in which they operate, and their level of experience in using social media can moderate the effectiveness of social media marketing strategies. Therefore, it is important for MSMEs to understand their own characteristics in order to develop appropriate and successful strategies.

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Language	English	Other languages
Year of publication	2017-2024	Before 2017 or after 2024
Topic	Social media marketing optimization for MSMEs	Other topics
Methodology	Scientific research (quantitative, qualitative, or mixed)	Literature review, editorial, or opinion piece
Research quality	Scopus or Web of Science-indexed journals	Non-indexed journal
Accessibility	Full text available online	Full text not available online

RESULT AND DISCUSSION

Research Result

Table 2. Number of Article

Year	Total Research
2017	1
2018	2
2019	1
2020	12
2021	15
2022	27
2023	37
2024	5
(blank)	
Grand Total	100

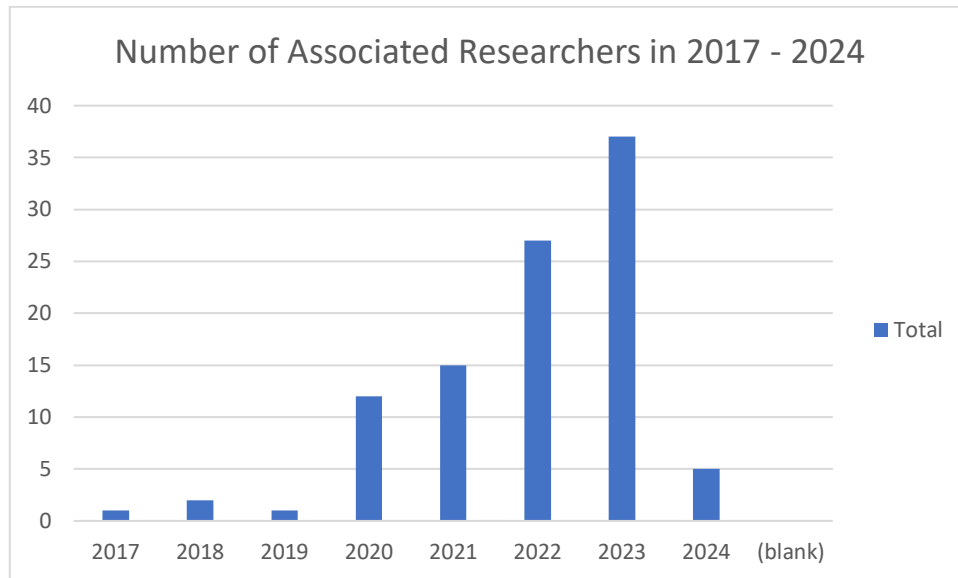


Figure 1. Number of Associated Researchers (2017-2024)

From 2017 to 2024, the number of studies conducted on social media marketing optimization to increase MSME brand preference has increased significantly. In 2017, only one study was reported, but this number increased to 2 in 2018. Furthermore, in 2019, there was one additional study conducted in this context. However, a more significant upward trend occurred in the following years. In 2020, the number of studies jumped to 12, which then increased rapidly to 15 in 2021. The year 2022 saw an even greater increase, reaching 27 studies. In 2023, the number of studies continued to rise until it reached 37, reflecting the growing interest in this topic. Although in 2024 the number of studies decreased slightly to 5, the grand total reached 100 studies. This shows that social media marketing optimization to increase MSME brand preference has become an increasingly important focus of research and academic studies in recent years.

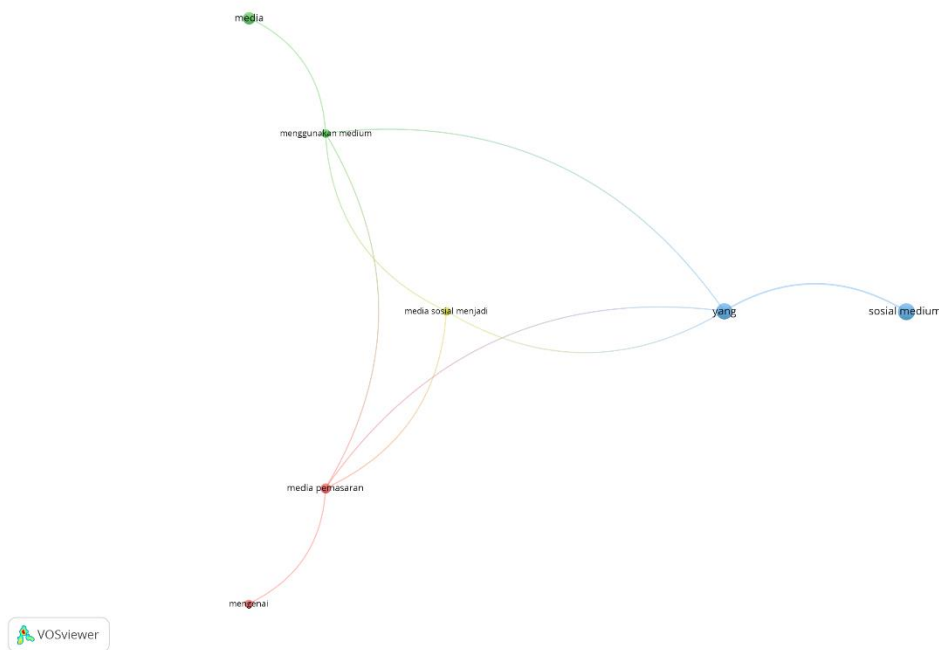


Figure 2. Bibliometrics Analysis

The results of the VOSviewer analysis related to social media marketing optimization to increase MSME brand preference show an interesting picture. The network diagram displays the 7 items analyzed, organized into 4 main clusters interconnected through 9 links with a total link strength of 10.

The first and second clusters each have 2 items connected with 2 links and a total link strength of 4. These two clusters are likely to be closely related in the context of the topic or meaning discussed. Meanwhile, the third cluster consists of 2 items connected with 1 link and a total link strength of 2. Although not as strong as the first and second clusters, the relationships in the third cluster are still significant.

However, a fourth cluster was also found that consisted of only 1 item with no links to other items. This suggests that the items in the fourth cluster are not significantly related to other items in this analysis. There is one link connecting the first and second clusters, indicating a broader relationship between the items in the two clusters. This relationship may reflect an overlap or close connection between the topics or concepts covered in the clusters.

From the interpretation of the analysis results, it can be concluded that there are 4 main clusters of items that have a close relationship in terms of topics or meanings discussed in the context of social media marketing optimization for MSMEs. While there are clusters that have stronger and more significant relationships, there are no items that are completely isolated or

have no relationship at all. This shows that this topic has complex and complementary interrelationships, which can provide a deeper understanding of effective social media marketing strategies and practices to increase brand preference for MSMEs.

In addition, the significant total link strength also indicates that this topic has high relevance and importance in the context of current research and business practices. The results of this analysis can serve as a strong foundation for further research and the development of more effective and targeted marketing strategies for MSMEs in optimizing the use of social media to achieve their business goals.

Discussion

Effective social media marketing strategies for MSMEs

An effective social media marketing strategy for Micro, Small, and Medium Enterprises (MSMEs) includes several important steps that need to be considered carefully. In optimizing marketing through social media, several strategies can be implemented to increase brand preference and achieve the desired business goals.

First, choosing the right social media platform is crucial. Each platform has different characteristics and user demographics. Therefore, MSMEs need to conduct market research to understand where their target audience is. For example, if the main target audience is the younger generation who are active on social media, platforms such as Instagram or TikTok may be more suitable. Conversely, if the target audience is more professionally established, LinkedIn could be a more appropriate choice.

After choosing an appropriate platform, the next step is to create engaging and informative content. Content is one of the main keys in capturing the audience's attention and building a strong relationship with them. Good content should be relevant to the audience's needs and wants, provide solutions to their problems, and trigger positive interactions and engagement. For example, MSMEs can share content in the form of tips and tricks, product usage guides, customer testimonials, or creative content that can entertain or inspire the audience.

Furthermore, active interaction with the audience is also an important strategy. Quick and responsive responses to questions, comments or feedback from customers can help build trust and deeper engagement. It also creates the impression that MSMEs care and value their customers, which in turn can increase brand loyalty and preference.

In addition, effective use of social media advertising is also an important part of the marketing strategy. Ads can help MSMEs reach a wider audience and strengthen brand awareness. However, it is important to choose the type of advertisement that suits your goals and budget. For example, ads that are tailored to the target audience, creative, and have a clear call-to-action can deliver better results than ads that are not targeted.

Finally, data analysis and performance measurement are important steps in optimizing social media marketing strategies. By analyzing data on interactions, engagement rates, conversions, and other metrics, MSMEs can understand the effectiveness of their marketing campaigns and make necessary improvements or adjustments. This data can also provide valuable insights into audience preferences and behavior, which can be used to improve future marketing strategies.

In the context of MSMEs, an effective social media marketing strategy can provide various benefits. First of all, it increases brand awareness among a wider audience, especially among the younger generation who tend to be active on social media. This can help expand market share and increase sales of MSME products or services.

In addition, active interaction with the audience can help build strong relationships with customers, which in turn can increase loyalty and generate loyal and repeat customers. It can also create a domino effect, where satisfied customers are likely to recommend the brand to others, which in turn can increase the brand's overall reputation and preference.

Furthermore, effective use of social media advertising can yield significant results in terms of increased sales and business growth. By choosing the right target audience, presenting relevant messages, and utilizing the targeting features available in social media platforms, MSMEs can optimize the ROI (Return on Investment) of their advertising campaigns.

Lastly, data analysis and performance measurement help MSMEs to stay connected to trends and changes in consumer behavior and the overall business environment. By understanding the data and insights gained, MSMEs can make better and more informed decisions in planning future marketing strategies.

Overall, an effective social media marketing strategy is essential for MSMEs in the face of increasingly fierce business competition in this digital era. By utilizing social media platforms well and implementing the right strategies, MSMEs can strengthen their brand, expand their market share, and achieve greater business goals.

Social media marketing optimization

Social media marketing optimization can increase brand preference in several important ways. Here is a further explanation of these ways:

1. Increase Brand Awareness

One of the key benefits of social media marketing optimization is increased brand awareness. By effectively utilizing social media platforms, MSMEs can expand their reach and make more people aware of their brand. Creative, informative, and relevant content can help grab the attention of the audience and build awareness of the brand's existence. The more people who know about the brand, the greater the potential to increase preference for the brand.

2. Building Relationships with Customers

Active interaction with customers through social media is key in building strong and positive relationships. MSMEs can utilize features such as comments, direct messages, and polls to communicate directly with customers. A quick, responsive and friendly response can help create the impression that the brand cares and values customers. This can increase customer loyalty and make them more likely to choose the brand over competitors.

3. Improving Brand Image

Quality and consistent content can help improve brand image in the eyes of consumers. MSMEs need to ensure that the messages delivered through social media are in line with their brand identity and values. By creating content that is relevant, inspiring and provides added value to the audience, MSMEs can strengthen their positive image. A strong and positive brand image can make customers prefer the brand over others.

4. Increase Customer Trust

One of the key factors that can increase brand preference is customer trust. By building good relationships, providing good customer service, and providing honest and transparent information, MSMEs can increase the level of customer trust in their brands. This trust is important because customers tend to choose brands that they trust and that are perceived to fulfill their needs and expectations well.

In doing social media marketing optimization, MSMEs need to pay attention to several important things. First of all, they need to understand their audience well. This includes understanding consumer preferences, needs, and behavior. With a good understanding

of the audience, MSMEs can create content that is more relevant and effective in attracting attention and building relationships with customers.

In addition, consistency is also a key factor in social media marketing optimization. MSMEs need to be consistent in delivering their brand messages, both in terms of visuals and content. Consistent content can help build a strong brand identity that is easily recognizable by the audience.

Furthermore, MSMEs also need to pay attention to analyzing and measuring the performance of their social media marketing activities. By analyzing data such as engagement rate, reach, conversion rate, and other metrics, MSMEs can understand the effectiveness of their marketing strategies. This can help them make the necessary improvements or adjustments to improve the desired results.

In addition to the four factors above, it is also important for MSMEs to keep themselves up to date and follow the latest trends and developments in the world of social media. Social media platforms are constantly changing and developing, so MSMEs need to remain flexible and ready to adapt to these changes.

Effectiveness of social media marketing strategies

The effectiveness of social media marketing strategies can be moderated by MSME characteristics such as size, industry, and experience in using social media. First of all, the size of MSMEs plays an important role in determining how effective social media marketing strategies can be. Larger MSMEs may have more resources, including larger marketing teams and larger budgets for social media campaigns. This can allow them to execute more complex strategies and involve more interactions with customers. On the other hand, smaller MSMEs may have to focus more on choosing the most relevant social media platforms and utilize a more focused strategy to achieve their marketing goals.

Furthermore, the industry in which MSMEs operate also affects the effectiveness of social media marketing strategies. Industries with high competition or with unique characteristics may require different approaches to social media marketing. For example, creative industries such as fashion or art may rely more on visually appealing and creative content, while service industries such as banking or consulting may require a greater focus on credibility and trust. Therefore, MSMEs need to understand the characteristics of their industry and customize their social media marketing strategy according to the needs and preferences of consumers in that industry.

MSMEs' experience in using social media is also an important factor in the effectiveness of their marketing strategies. MSMEs that have had extensive experience in using social media may have a better understanding of how to utilize the features and algorithms of social media platforms to achieve their goals. They may also have larger customer databases and stronger relationships with their audiences, which can increase the effectiveness of their social media campaigns. On the other hand, MSMEs that are still new to using social media may need time to learn and develop the right strategy according to their business characteristics.

Aside from the factors above, there are also several other aspects that can moderate the effectiveness of social media marketing strategies. For example, clear and measurable marketing objectives, a good understanding of the target audience, consistent content quality, and the ability to analyze and optimize campaign performance continuously. All of these factors are interrelated and can interact with MSME characteristics to moderate the outcomes of social media marketing strategies.

The importance of moderating social media marketing strategies based on the characteristics of MSMEs is to ensure that the marketing efforts made are in line with business conditions and needs. By understanding the factors that influence the effectiveness of social media marketing strategies, MSMEs can make more informed decisions in designing and executing successful social media campaigns. This will help them maximize the return on their investment in social media marketing and strengthen their position in the increasingly fierce market competition.

Implications for MSMEs

The importance of MSMEs developing social media marketing strategies tailored to their needs and audiences has become an important topic in the current business context. In this discussion, we will explore the relevant implications for MSMEs in optimizing the use of social media as an effective marketing tool.

First of all, MSMEs must understand that a successful social media marketing strategy is one that is tailored to their specific needs and target audience. This means that each MSME needs to clearly identify their marketing goals and develop the right strategy to achieve those goals. For example, if the main goal is to increase sales, the social media marketing strategy should be focused on creating engaging content, effectively promoting products or services, and actively interacting with potential customers.

Then, MSMEs must also pay attention to the quality of the content they produce. High-quality content is key to attracting audience attention and building brand credibility. The content should be relevant to the interests and needs of the audience, and should be consistent with the brand identity of the MSME. For example, if the MSME is engaged in fashion, content related to the latest fashion trends or style tips can be a big draw for their audience.

Furthermore, active interaction with the audience is an important component in building relationships and trust. MSMEs should answer questions, provide prompt and relevant responses to comments or feedback, and engage in meaningful conversations on their social media platforms. This not only increases audience engagement, but also helps build a positive and supportive brand image.

In addition, the use of social media advertising can also be an effective strategy for MSMEs to reach a wider audience and promote their products or services more aggressively. However, MSMEs must ensure that their ads are relevant, engaging, and tailored to the social media platforms they use as well as the marketing goals they want to achieve.

Finally, MSMEs should also regularly analyze their social media data to track campaign performance, understand audience preferences, and make necessary adjustments. This data analysis can provide valuable insights into the effectiveness of the marketing strategies being undertaken, as well as help MSMEs optimize their efforts to achieve better results in the future.

Overall, the implication for MSMEs in developing a social media marketing strategy is the importance of adaptation, content quality, active interaction, advertising utilization, and continuous data analysis. By integrating all these elements in their social media marketing strategy, MSMEs can increase brand visibility, expand market reach, and improve their overall business performance.

CONCLUSION

This research highlights the importance for MSMEs to develop effective social media marketing strategies to increase their brand preference and business success. In this context, MSMEs are faced with several implications that can serve as guidelines in optimizing the use of social media as an effective marketing tool.

First, MSMEs must understand that a successful social media marketing strategy must be tailored to their specific needs and target audience. Identifying clear marketing objectives and developing the right strategy is a crucial first step. This means MSMEs need to consider factors such as business size, industry, and experience in using social media.

Furthermore, content quality is also an important aspect of social media marketing strategy. High-quality content not only attracts audience attention, but also builds brand credibility. The content should be relevant to the interests and needs of the audience and consistent with the brand identity of the MSME.

Active interaction with the audience is also necessary to build relationships and trust. Prompt responses to queries, relevant responses to comments, and engaging in meaningful conversations on social media platforms are supportive steps in building closer relationships with customers.

Utilizing social media advertising can also be an effective strategy to reach a wider audience and promote products or services more aggressively. However, MSMEs must ensure that their ads are relevant, engaging, and tailored to the social media platforms they use and the marketing objectives they want to achieve.

Finally, continuous analysis of social media data is essential. By analyzing data, MSMEs can track campaign performance, understand audience preferences, and make necessary adjustments. This will help MSMEs optimize their marketing strategies and achieve better results in the future. By combining all these aspects, MSMEs can increase brand visibility, expand market reach, and improve their overall business performance.

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