



## Digital Marketing Assistance through Social Media Optimization for Brangkal Printing MSMEs

Zakiyah Zulfa Rahmah<sup>1</sup>, Mirhamida Rahmah<sup>2</sup>, Yusriyah Rahmah<sup>3</sup>, Chamdan Purnama<sup>4\*</sup>, Dinda Fatmah<sup>5</sup>

<sup>1,2,4,5,6</sup> Al-Anwar College of Economics, Indonesia

<sup>3</sup> Tamansiswa International Polytechnic of Mojokerto, Indonesia

e-mail: [chamdan.p@gmail.com](mailto:chamdan.p@gmail.com) <sup>4\*</sup>

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### ABSTRACT

Brangkal Printing, as one of the SMEs in the printing services sector, still faces marketing challenges because its promotional efforts tend to be conventional, its use of social media is not yet optimal, and the management's ability to create and manage digital content remains limited. These conditions have prevented the company's marketing reach and customer engagement from reaching their full potential. This community service activity aims to enhance the partner's capacity in implementing digital marketing through the optimization of social media. Implementation methods include observation and identification of the partner's needs, digital marketing training, guidance on social media management, hands-on digital content creation, and evaluation via pre-tests, post-tests, questionnaires, and interviews. The results of the activity show an increase in the partners' understanding and skills in managing social media accounts, creating more engaging promotional content, and responding to customers more quickly and in a structured manner. The average post-test score showed an increase compared to the pre-test, indicating an improvement in participants' competencies after completing the program. Additionally, the partners now have more active social media accounts, a promotional content calendar, and the ability to independently operate digital marketing features. The tangible contributions of this initiative include enhanced human resource capacity in digital marketing, expanded promotional reach, and the establishment of a sustainable social media-based marketing system to support the improved competitiveness of Brangkal Printing SMEs.

### INTRODUCTION

The growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia demonstrates their increasingly important role in supporting national economic growth. In addition to contributing to the Gross Domestic Product (GDP), MSMEs also serve as a sector capable of absorbing a large workforce. With the advancement of information technology and changes in consumer behavior, MSME operators are required to adapt to digital transformation

in order to remain competitive. Consumers today tend to use digital platforms to search for product information, compare alternatives, and make online transactions. This situation makes digital marketing a strategic necessity for MSMEs to increase business visibility, expand market reach, and strengthen competitiveness in the digital era (Nugraha, 2023). Social media platforms such as Instagram, Facebook, and WhatsApp serve as effective marketing tools because they allow business owners to reach a wide audience at relatively low cost and foster more intensive interactions with customers (Rezeki & Hadiyanto, 2022).

Various studies and community service activities have shown that the implementation of digital marketing can improve the performance of MSMEs. Research by (Mukhtar et al., 2023) indicates that the use of social media has a positive impact on enhancing promotion and customer relationships. (Omar, 2026) also found that digital marketing strategies can increase competitiveness and customer loyalty. Meanwhile, (Zhao et al., 2023) confirms that well-managed use of social media can help SMEs expand their market reach and increase sales opportunities. Furthermore, the results of the studies (Ramos-Vecino et al., 2026) ; (Chung et al., 2025) ; (Darmarini et al., 2024) indicate that digital transformation is a key factor in enhancing business sustainability and growth amid increasingly fierce competition.

Nevertheless, the implementation of digital marketing among SMEs still faces various challenges, particularly regarding limited knowledge, skills, and digital media management. This situation is also experienced by Percetakan Brangkal, an SME in the printing services sector in Mojokerto. Based on initial observations, the business's promotional activities are still dominated by conventional methods, such as direct offers and word-of-mouth promotion. The partner does not yet have a professionally managed business social media account, has not implemented a structured content posting schedule, and has not utilized social media features to support marketing activities. As a result, business promotion still relies on existing customers and referrals from contacts, limiting market reach and preventing the optimal acquisition of new customers.

Given these circumstances, there is a gap between the proven potential of digital marketing which has been shown to boost the performance of SMEs and the current situation at Percetakan Brangkal, which still relies on conventional marketing strategies. Although social media offers various opportunities to expand the market and increase interaction with customers, the partner does not yet have sufficient capabilities to manage business accounts, create engaging promotional content, or utilize social media as a sustainable marketing tool.

To address these issues, a Community Service initiative was carried out in the form of digital marketing mentoring through social media optimization for the Brangkal Printing MSME. This initiative included training in business social media management, digital content creation, scheduling posts, and guidance on using social media as a tool for promotion and communication with customers. The goal of this initiative was to enhance partners' knowledge and skills in implementing digital marketing so they could expand their market reach, improve promotional effectiveness, and strengthen business competitiveness in the digital age.

Based on observations and discussions with partners, Brangkal Printing faces several key challenges. First, its marketing strategy remains conventional, relying mainly on word-of-mouth promotion and direct offers to customers. This condition limits market reach and reduces the company's ability to attract new customers. Second, the use of social media as a marketing tool has not been optimized. This is reflected in the lack of structured business account management, the absence of a regular content posting schedule, and the limited use of social media features to support promotion and customer engagement. Third, the available human resources still lack adequate skills in digital marketing, particularly in creating attractive promotional content, managing social media accounts, and utilizing digital platforms to improve marketing effectiveness and business competitiveness. Based on these three challenges, a digital marketing support program through social media optimization is needed to enhance human resource capacity, expand marketing reach, and strengthen Brangkal Printing's competitiveness in the digital age.

To address the challenges faced by the partner, this Community Service (PkM) initiative is implemented through several practical and applicable mentoring phases. The first phase involves introductory digital marketing training to improve the partner's understanding of the importance of digital marketing, the benefits of social media for SMEs, and basic promotional strategies in the digital era, as digital marketing has been shown to support SME performance through online promotion, social media marketing, and customer engagement (Sharabati et al., 2024). The next phase focuses on assisting the creation and management of social media business accounts, including the optimization of Instagram, Facebook, and WhatsApp Business accounts so they can function as professional tools for promotion and customer communication. This step is relevant because social media marketing training can help SMEs expand access, reduce promotional costs, and improve competitiveness (Rasyid et al., 2024; Ijomah et al., 2024). The program also provides guidance on creating digital promotional content, such as designing content, writing engaging captions, using product photos and videos, and developing a planned and consistent posting schedule through a content calendar. In addition, practical training on WhatsApp Business is provided by guiding the partner in setting up a business profile, product catalog, automated messages, and other supporting features to improve customer service quality and speed up responses to customer requests, since WhatsApp Business can support product promotion, customer reach, and customer service in business marketing (Jannah, 2023; Haryati et al., 2025). Finally, evaluation and monitoring are conducted to measure improvements in the partner's knowledge and skills and to assess the effectiveness of social media use through indicators such as user engagement, promotional reach, and the partner's ability to manage digital marketing independently, because digital marketing training has been reported to improve MSME actors' ability to use WhatsApp Business, Instagram, and other digital platforms for customer engagement and business promotion (Husna, 2025; Yovanto et al., 2026).

The objective of this activity is to enhance partners' understanding and skills in utilizing social media as a promotional tool, expanding their marketing reach, and improving the competitiveness of their printing businesses. Through training and mentoring in social media management, partners are expected to be able to create engaging promotional content, manage business accounts effectively, and utilize digital platforms to build better communication with customers. Thus, partners can optimize digital marketing independently and sustainably to support business development in the digital era.

## **IMPLEMENTATION METHODS**

This Community Service (PkM) activity was carried out at Percetakan Brangkal, located at Jl. Raya Brangkal No. 38, Sooko District, Mojokerto Regency. The location was chosen because it is an SME in the printing industry that still faces challenges in utilizing digital marketing and optimizing social media. The activity was carried out from March 1 to April 30, 2026, and included the stages of observation, identification of partner needs, training, mentoring, implementation, and program evaluation. Training and mentoring were conducted over 8 sessions, each lasting approximately 2–3 hours, scheduled to align with the business's operating hours: Monday–Saturday from 8:00 AM to 3:00 PM WIB. The first session focused on observation and identifying partner needs; the second on introducing digital marketing concepts; the third on creating and optimizing business social media accounts; the fourth and fifth on training in creating digital promotional content; the sixth on practicing the use of WhatsApp Business; the seventh on implementing and managing social media content; and the eighth on evaluating activity results and planning follow-up actions. Furthermore, mentoring is provided to ensure partners are able to apply the material provided independently and sustainably. With this structured implementation, the program is expected to enhance partners' capabilities in managing digital marketing, expand market reach, and improve business competitiveness.

The target of this Community Service activity is Percetakan Brangkal, a small and medium-sized enterprise (SME) in the printing services sector located in Mojokerto. This business has the potential to grow but still faces challenges in making optimal use of digital marketing. There are 13 participants involved in this activity, consisting of 1 business owner and

12 employees involved in administration, marketing, customer service, and business operations. The activity focuses on enhancing participants' knowledge and skills in utilizing social media as a promotional tool, creating digital content, and managing customer communication through digital platforms. In addition to providing direct benefits to business owners and employees, this activity is also expected to provide indirect benefits to consumers through the provision of more accessible product information and improved service quality. Taking into account the conditions and resources available to the partners, the program was designed to be simple, practical, and sustainable through the optimization of social media, the improvement of promotional content quality, and the strengthening of human resource capacity to support increased competitiveness and business market expansion.

The initial observation phase is conducted to assess the current status of the partner regarding marketing activities and the use of digital media. This is carried out through direct observation of business operations and interviews with the owner and employees. The results of the observation are used to identify the partner's needs and potential, serving as the foundation for developing the mentoring program. The problem identification phase aims to identify the main challenges faced by the partner. Based on the results of observations, three main issues were identified: a marketing strategy that remains conventional, suboptimal use of social media, and limited human resource skills in managing digital promotions. These findings serve as the basis for developing training materials and providing guidance.

The training phase aims to enhance participants' knowledge and skills in digital marketing. The curriculum covers an introduction to digital marketing, the use of social media as a promotional tool, creating business accounts, developing promotional content, and using WhatsApp Business. The training is conducted through lectures, discussions, and hands-on practice. The mentoring phase is designed to help partners apply the knowledge they gained during the training. Activities include guidance on managing business social media accounts, creating and publishing promotional content, developing posting schedules, and utilizing WhatsApp Business features for customer service. Mentoring is provided on a regular basis to ensure partners can manage their digital marketing independently.

The evaluation phase aims to measure the success of the program that has been implemented. The evaluation is conducted through pre-tests and post-tests, observations, interviews, and an assessment of participants' ability to manage social media and create promotional content. The evaluation results are used to determine improvements in participants' understanding and skills, as well as to serve as a basis for future program improvements.

Pre-tests and post-tests were used to measure participants' increased understanding before and after completing the digital marketing training. The assessment tool consisted of 10 questions covering basic digital marketing knowledge, the use of social media for promotion, digital content creation, business account management, and the use of WhatsApp Business. The pre-test was administered before the training to determine participants' initial level of understanding, while the post-test was administered after all training materials and coaching had been completed. The results of the pre-test and post-test are compared to determine the increase in knowledge and the effectiveness of the program that has been implemented.

The satisfaction questionnaire was used to assess participants' satisfaction with the implementation of the training and mentoring activities. The questionnaire was distributed to all participants after the activities concluded and was designed using a 1–5 Likert scale, ranging from “strongly disagree” to “strongly agree.” The instrument consists of 10 statements covering the relevance of the material to the partners' needs, the clarity of the material presentation, the instructors' competence, the quality of the mentoring, the ease of understanding the material, the benefits of the activities, and participants' satisfaction with the overall program. The data obtained were analyzed descriptively using mean values to describe participants' satisfaction levels.

Semi-structured interviews were conducted with business owners and several employees who participated in the activities. The interviews aimed to gather more in-depth information regarding the participants' experiences during the training and mentoring sessions, their level of

understanding of the material, the challenges they faced in implementing digital marketing, and the benefits they experienced after the program concluded. The interview data was analyzed using qualitative descriptive analysis, specifically through data reduction, theme grouping, data presentation, and drawing conclusions. The interview results were used to supplement and reinforce the findings obtained from the pre-test, post-test, and satisfaction questionnaire, thereby making the program evaluation more comprehensive.

## RESULTS AND DISCUSSION

The digital marketing mentoring program at Brangkal Printing was conducted from March to April 2026 through five stages: initial observation, problem identification, training, mentoring, and evaluation. During the observation stage, it was found that marketing was still dominated by conventional word-of-mouth methods and that the use of social media was not yet optimal. The problem identification phase revealed that the partner lacked structured social media management and had limited digital marketing skills. Subsequently, training was provided to 13 participants comprising 1 owner and 12 employees on digital marketing, social media management, creating promotional content, and using WhatsApp Business. After the training, participants were able to create and manage social media business accounts and understand the basics of digital marketing. During the mentoring phase, partners began to schedule posts, create promotional content independently, and utilize WhatsApp Business features to support customer service. The evaluation phase was conducted through pre-tests, post-tests, satisfaction questionnaires, and interviews to measure improvements in participants' understanding and skills.

**Table 1. Activity Outcomes**

No	Aspects Evaluated	Before the Activity	After the Activity	Remarks
1	Understanding of digital marketing	Low	Improving	Participants understand the basic concepts of digital marketing
2	Social media management	Not yet optimal	More structured	Able to create and manage business accounts
3	Digital content creation	Limited	More creative	Able to create photo and promotional content
4	Marketing reach	Limited local	Wider	Using social media for promotion
5	Customer service	Manual	Faster & digital	Using WhatsApp Business
6	Human Resources Capabilities	Limited	Improving	Already understands the use of digital media

**Table 2. Pre-test and Post-test Results**

No	Participant Name	Pre-test Score	Post-test Score	Remarks
1	Participant 1	60	85	Increased
2	Participant 2	55	80	Increasing
3	Participant 3	65	88	Increasing
4	Participant 4	58	82	Increasing
5	Participant 5	62	87	Increasing

The results of the program indicate an improvement in the partners' ability to utilize social media as a promotional tool. After completing the training and mentoring, participants were able to manage their business accounts more professionally, create more engaging promotional content, and post regularly according to a set schedule. Partners also began using WhatsApp Business to display product catalogs and improve customer response. Additionally, participants'

understanding of digital marketing improved, as evidenced by higher post-test scores compared to pre-test scores. Based on questionnaire results and interviews, participants stated that the program helped improve their digital marketing skills and expand their business's promotional reach. These results indicate that the mentoring program successfully enhanced partners' capacity to manage digital marketing independently and sustainably.

The results of the activity indicate that the implementation of digital marketing strategies at Brangkal Printing has had a positive impact on enhancing partners' knowledge, skills, and ability to utilize social media as a promotional tool. The increase in the participants' average score from 58.46 on the pre-test to 84.62 on the post-test indicates that the training and mentoring provided successfully improved participants' understanding of digital marketing, social media management, promotional content creation, and the use of WhatsApp Business. These findings support the views expressed in (Purwati et al., 2025); (Kamyabi & Özgit, 2025); (Kamyabi & Özgit, 2025); (Odoom, 2025), which state that digital marketing is an effective strategy for enhancing the competitiveness of SMEs in the digital era.

The program's effectiveness stems not only from the delivery of training materials but also from the mentoring that allows participants to directly apply the skills they have acquired. For printing SMEs, this approach is particularly important because most participants lack experience in managing social media as a marketing tool. Through hands-on practice, participants can learn how to create business accounts, develop promotional content, schedule posts, and interact with customers digitally. This practice-based approach has proven to be more effective than simply providing theoretical material.

The area that saw the most significant improvement was the participants' ability to manage social media and create digital promotional content. Before the program began, Brangkal Printing's marketing efforts were still dominated by word-of-mouth promotion and direct offers to customers. Following the training and mentoring, all participants successfully created and managed business social media accounts, produced 20 pieces of digital promotional content, and increased posting frequency from 0–1 times per week to 3 times per week. This change indicates a shift from conventional marketing patterns toward a more planned and sustainable digital-based marketing approach. These results align with the study Sasmito & Prestianto (2021) which states that consistent social media management can increase brand awareness and expand the market reach of SMEs.

Improving content creation skills also has important practical implications for business development. More engaging and informative content helps Brangkal Printing present its products and services more professionally, making it easier for potential customers to access information. Additionally, the use of WhatsApp Business through its product catalog and automated messaging features enhances service quality and speeds up responses to customers. This has the potential to boost customer trust and open up opportunities to attract new customers. Thus, the benefits of the program extend beyond enhancing participants' knowledge to tangibly supporting the strengthening of the business's marketing system.

The results of this study align with various previous research studies and community service programs that have shown social media to be an effective tool for improving the performance of SMEs. Mukhtar et al. (2023) found that the use of social media can enhance the effectiveness of promotions and customer relationships. Donoriyanto et al. (2023) also reported that digital marketing mentoring helps MSMEs expand their market reach and improve their ability to manage promotions independently. The findings at Brangkal Printing reinforce these results, particularly in the printing services sector, which is characterized by order-based operations and requires intensive communication with customers.

In terms of marketing reach, the use of social media means that promotions are no longer limited to the area surrounding the business but can reach a wider audience of potential customers without requiring significant promotional costs. This advantage is one of the main reasons why digital marketing is becoming increasingly important for SMEs. However, the results of these activities also indicate that the success of digital marketing requires consistency in account management and content creation. Therefore, the sustained implementation of the

strategies provided is a critical factor in maintaining the long-term effectiveness of digital marketing.

Although the mentoring activities have yielded positive results, several challenges were encountered during the program's implementation, such as limited mentoring time that had to be coordinated with the businesses' operational activities, differences in participants' initial skill levels, and limited access to tools for digital marketing practice. To address these challenges, the implementation team adopted a phased mentoring approach, utilized user-friendly applications, and provided direct guidance to participants requiring more intensive support. Additionally, participants were provided with practical guides and content examples that can be utilized after the program concludes. This approach aligns with findings from (Mukhtar et al., 2023); (Darmarini et al., 2024) which emphasize that the success of SME digital transformation is not solely determined by training but also by sustained and needs-based mentoring. Therefore, strengthening human resource capacity and ensuring the sustainability of mentoring are critical factors in ensuring that the program's benefits yield long-term impacts on business development.

## CONCLUSION

Prior to the implementation of the initiative, Brangkal Printing still relied on conventional marketing strategies, such as word-of-mouth promotion and direct sales to customers. The use of social media as a promotional tool had not been fully optimized; there was no structured management of business accounts, and the company's human resources had limited capabilities in digital marketing. Following the training and mentoring sessions, participants demonstrated improved knowledge and skills in utilizing social media for marketing activities. This was evidenced by an increase in the participants' average score from 58.46 on the pre-test to 84.62 on the post-test. In addition, all participants successfully created and managed social media business accounts, produced 20 pieces of digital promotional content, and increased their posting frequency from 0–1 time per week to 3 times per week. Partners also began utilizing WhatsApp Business features to support communication and customer service.

The tangible benefits partners gain include improved ability to manage digital promotions independently, access to more structured promotional materials, expanded marketing reach, and opportunities to reach new customers. This program also helps enhance partners' readiness to compete in the digital age through more effective use of social media. Moving forward, partners need to maintain consistency in the creation and publication of promotional content, optimize social media and WhatsApp Business features, and participate in advanced training on digital marketing so that digital marketing management can grow sustainably and have a greater impact on business growth.

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