

INGCREASING MICRO SMALL MEDIUM ENTEPRISES ACTIVITY ENTREPRENEURIAL CAPACITY IN THE FIELD OF DIGITAL MARKETING

Fachrurazi^{1*}, Zarkasi², Sofia Maulida³, Rianda Hanis⁴, Muhammad Yusuf⁵
IAIN Pontianak^{1,2,4}, STIE Bisnis Indonesia³, Administrasi Bisnis, STIA Bandung⁵

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E-mail:

ferry.7co@iainptk.ac.id^{*}
zarkasime@gmail.com²
sofia_maulida@stiebi.ac.id³
riandahanis@gmail.com⁴
yusuf.sukses2016@gmail.com⁵

ABSTRACT

The advancement of technology, information, and communication causes changes in all aspects of life, including entrepreneurship. Over time, the world of entrepreneurship will continue to develop and use digital technology as a medium for marketing activities. This study aims to help activists in the creative industry improve their digital marketing skills. The research method used is qualitative with a descriptive approach, and it is located in Pekanbaru City. Data collection methods include observation, in-depth interviews, and documentation. Huberman and Miles classify qualitative data analysis techniques as descriptive. The findings of this study provide an opportunity for entrepreneurs to increase their capacity in the field of entrepreneurship by first understanding three concepts. First, entrepreneurs must consider market segmentation because it can serve as the foundation for the company's digital marketing strategy. Second, create messages that are tailored to the target audience, and third, tailor messages to which media or channel will be used later. Understanding these three concepts can help entrepreneurs increase their entrepreneurial capacity in the digital field.

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1. INTRODUCTION

Higher economic growth indicates a country's well-being. Several supporting factors, including the level of buying and selling, particularly of domestic products, employment, domestic and foreign investment, and, not least, the Micro, Small, and Medium Enterprises sector, demonstrate this economic growth. The MSME sector, as it is commonly abbreviated, is one of the pillars of the Indonesian economy.

Entrepreneurship, in his opinion, is the process of designing, launching, and operating a new business with a variety of characteristics ranging from creating new value to generating profits. According to (Banjarnahor, 2021)[1]. Meanwhile, (Nambisan, S., & Baron, 2013) [2] explains that entrepreneurial activity is the result of interactions between institutions (such as education or business development), stakeholders, and entrepreneurs themselves. It is possible to conclude that entrepreneurial activity exists as an activity that can improve the community's economy through entrepreneurial actors' products and services.

Indonesia has previously experienced an economic crisis, which slowed economic growth. The first crisis occurred in 1998, and this year, in addition to the reforms implemented, there was a monetary crisis. In 2008, Indonesia experienced another economic crisis ten years later. This year, the Global Economic Crisis affects almost every country on the planet, not just Indonesia (Effendi et al., 2020)[3]. During the crisis years, MSMEs were one of the pillars that aided Indonesia's economic recovery.

The economy is dynamic all the way through its journey. This can be seen in the state of social life, technology, and information in society, which is one of the factors influencing whether or not the rate of economic growth is increasing or decreasing. The world was hit by the Corona Virus pandemic, also known as Covid-19, at the end of 2019. This situation has weighed heavily on global economic growth, including in Indonesia. Unlike the previous two crises, the Covid-19 pandemic has made it difficult for the MSME sector to survive.

According to (Banjarnahor et al, 2021)[4]'s book Digital Technology and Entrepreneurship, the effects of the previous economic and financial crisis can be localized in specific sectors. MSMEs, on the other

hand, have become the most vulnerable sector to the economic crisis as a result of Covid-19. This is due to government regulations that impose social constraints. Aside from slowing the spread of the pandemic, this policy has hampered the growth of MSMEs in Indonesia.

The pandemic affected approximately 37,000 MSME business actors, according to data released by the Ministry of Cooperatives and SMEs in April 2020. The community is most affected by the decrease in the level of buying and selling in the community as a result of social restrictions. Aside from that, delays in the distribution of goods and raw materials add to the long list of consequences of the Covid-19 outbreak (Sakina Rakhma Diah, 2020). Furthermore, according to International Labor Organization data from May 2020, 65% of the business world in Indonesia ceased operations as a result of the impact of Covid-19. As many as 2.6% of businesses have been known to have permanently ceased operations. And, while 62.6% have temporarily ceased operations, 3% have resumed operations (Maghfira, 2021)[5].

MSMEs are one of the pillars of the Indonesian economy. "MSMEs are the most important pillar in the Indonesian economy," according to Bank Indonesia data released in May 2021. According to data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently stands at 64.2 million, with a GDP contribution of 61.07% or 8.7 trillion Rupiah. MSMEs are the beating heart of the daily economy for approximately 30 million people and business actors.

This economic development is inextricably linked to the current digitalization era, which is ushering in the Asian Economic Community (AEC). Many people in society, particularly MSME activists, believe that the MEA has little impact on the economy. Indeed, when examined further, the MEA with the use of technology that has reached stage 4.0 provides numerous benefits. Anyone who ignores this risks falling behind in the global development of the digital economy.

The presence of digital-based entrepreneurship is a breath of fresh air for MSME activists. Entrepreneurs with the ability to innovate who are supported by further development and processing of information and communication technology are examples of digital entrepreneurs. When an entrepreneur uses certain digital platforms or technologies, the advancement and improvement of these technologies shape the entrepreneur's ability to innovate even further.

After more than two years, the Covid-19 pandemic has finally reached society. Almost every aspect of life has changed in some way. Starting with a healthy lifestyle, interacting in public spaces, utilizing technology to stay connected with one another, and providing marketing innovations for MSME activists. With the advancement of technology, information and communication provide solutions for MSMEs to survive the Covid-19 pandemic.

All of the limitations imposed by the pandemic have not deterred MSME activists from persevering. Apart from having a negative impact due to social constraints, it also has a positive side that can be maximized with the help of technology, information, and communication. MSMEs must be able to adapt to the pandemic in order to continue marketing their products through online shopping facilities. This is an option to consider when encouraging public interest in purchasing or shopping.

Pekanbaru City in Riau Province is a strategic location for the marketing of goods and services. This city, as we all know, is located in the heart of Sumatra Island, directly adjacent to Malaysia and Siangpura. According to data from the Office of Cooperatives and Micro, Small, and Medium Enterprises for July 2022, there are approximately 14,000 MSME activists, with more than half of them affected by the Covid-19 pandemic (Pekanbaru.go.id/14/07/2022). The use of digital marketing media by MSME actors makes the business activities they build more passionate and contributes to marketing innovation.

There are numerous digital marketing platforms, both free and paid, that can be used to market products. Of course, it has a process in place to ensure that the user gets the most out of the application. Based on the aforementioned phenomenon, researchers are interested in delving deeper into strategies for increasing entrepreneurial capacity through digital marketing for MSMEs in Pekanbaru City.

2. LITERATURE REVIEW

Definition of Communication

Communication is one of the most fundamental human activities. Among the hundreds of definitions, the author selects Wilbur Shcram's definition, which states that communication is an embodiment of the equality of meaning between communicator and communicant. Communication entails more than just the exchange of ideas. That is, a message-delivery process in which a person or institution attempts to influence the recipient's opinion or behavior.

Furthermore, communication is a process in which senders and receivers exchange verbal and nonverbal symbols in order to change behavior. Except for the form of symbols sent, verbal and nonverbal, the number of symbols exchanged cannot be counted or grouped specifically. Understanding

communication appears to be an endless process, recalling communication as an endless and always rotating process.

One of these is cultural communication. Humans live in a community with shared policies, and communication is the only way to form that community.

Meanwhile, Rogers and D. Lawrence Kincaid (1981) defined communication as a process in which two or more people form or exchange information with one another, resulting in a deep mutual understanding. According to Shannon and Weaver (1949), communication is a type of human interaction in which people influence one another, either intentionally or unintentionally. Not only in terms of verbal communication,

According to Harold D. Lasswell, the functions of communication include (1) humans being able to control their environment, (2) adapting to their environment, and (3) transmitting social heritage to the next generation. There are several approaches to communication, including: 1) Consider communication to be a process. Communication, when viewed as a process, is a dynamic activity. David K. Berlo (1963) [6] defined a process as having active, dynamic, and not static elements in his book *The Process of Communication*.

The most important aspect of life is communication. A social interaction is meaningless if communication fails. Humans communicate with one another by nature. Communication is used to deliver messages and information. As a result, understanding and human knowledge grow. "Because humans are present in life, this communication process occurs. "Humans have been exchanging ideas, information, ideas, explanations, appeals, requests, suggestions, and even orders since the beginning of time" (Nurani Soyomukti, 2010).[7]

Every communication process must include at least three critical components: information sources, communication channels, and information recipients. A source of information is a person or group who has information that the communicant requires. Channels are the means by which messages are delivered to communicants. The person or group of people who receive the target information is referred to as the information recipient.

Every communication practice is fundamentally a cultural representation, or rather a map of a complex cultural reality."

"Culture is communication, and communication is culture," said Edward T. Hall (Mulyana, 2004[8]. When discussing communication, it is impossible to avoid mentioning culture. Humans, in essence, create a culture that is inextricably linked to the communication process. As a result, communication is transformed.

Entrepreneurship

The term entrepreneur is derived from French and means "between taker or go-between" in Indonesian. Someone with high morale, a strong mind, and a strong motivation will achieve the best results for himself or an organization that will benefit all (Hasibuann, 2021[9]. Entrepreneur can be translated as entrepreneurship in Indonesian. Entrepreneurship exists as a vehicle for anyone who is willing to step outside of their comfort zone. This can be seen in every decision and step taken by entrepreneurial activists, which are based on mature thoughts and are full of challenges ahead.

Entrepreneurship is divided into two syllables: Wira, which means daring, noble, brave, exemplary, and warrior, and Business, which means creation, activities, and or various business activities (Hasibuann, 2021[9]. An entrepreneur, according to the definition above, is someone who can see opportunities and then create a place where these opportunities can be used to benefit anyone. Furthermore, entrepreneurship is a dynamic process of presenting added value from the goods and services produced. The willingness to invest time, energy, and even money in order to create products with real selling points is just one of the many twists and turns that exist in the world of entrepreneurship.

Entrepreneurship is a consistent effort to turn good ideas into profitable business activities (Drucker –1996). Entrepreneurship is concerned not only with the creation of new products, but also with the exploration and management of talents and abilities in order to produce a valuable product, which may be a new and unique product that will support success in the occupied field. Entrepreneurship education in tertiary institutions must be interpreted as education to develop entrepreneurial character, entrepreneurial mindset, and entrepreneurial behavior, rather than education to start a business (business).

According to (Widiyanti, 2021[10], the outcomes of entrepreneurship education can be seen not only in the birth of an entrepreneur (entrepreneur), but also in the birth of an intrapreneur (innovator within

an organization), innovative products, and the number of business initiations. Entrepreneurship education in tertiary institutions can produce entrepreneurs or business entrepreneurs,

Digital Marketing

Digital marketing activity is any marketing activity that uses digital technology to market products or services. According to (Awali, Husni, and Rohmah, 2020[11], marketing is an attempt to provide and deliver the right goods and services through promotion and communication. This effectiveness and efficiency can be attained through digital or online marketing. This method makes it easier for business actors to capture and develop markets. Furthermore, (Fajrillah, Wirapraja, 2021[12] provides an understanding of digital marketing as marketing. We can create targeted, measurable, and interactive goods and services by leveraging digital technology.

Digital marketing provides numerous advantages to users as a means of interacting and communicating in the marketing field. There's a lot that can be done in it, from good free advertising like posts made independently to paid by creating high-quality product content that goes beyond just posting. Internet users are used as a marketing medium to promote brands, form preferences, and increase sales traffic (Prasetyo Wati, Andy. Aulia Martha, Indrawati, 2019[13].

New Media

Social media is defined as the secure generation of web development and design that aims to facilitate communication, information resources, cross-functional operations, and collaboration on the World Wide Web (Paris and Lee, 2010; Elbanna et al., 2019). According to the book Digital Technology Entrepreneurship and UMKM written by (Banjarnahor et al, 2021), social media provides this platform as an online instrument between consumers and companies or between consumers in interacting through cyberspace. The use of social media is a manifestation of technological developments that are used for a company's marketing purposes, or what is known as Social Media Marketing (SMM) (Chatterjee, Chaudhuri and Vrontis, 2021).

Dwivedi, Jhonson, and McDonald (2015) define social media marketing in their book Digital Technology Entrepreneurship and MSMEs as "a communication that is frequently triggered by consumers or businesses/products/services circulating among related parties to disclose some promotional information so that users can learn from each other, which ultimately benefits all social media channels." This technology can be used by anyone to obtain information about a product or service.

3. METHOD

The descriptive qualitative research method is used in this study. The goal of qualitative descriptive research is to better understand the phenomenon that the research subject is experiencing (Moleong, 2017[14]. Researchers try to explain how actors improve their entrepreneurial capacity in digital marketing in order to market their products and services to consumers and the larger community. In data collection techniques, researchers make observations and document them by collecting data or information from entrepreneurial activists from the Hand Above Community in Pekanbaru City via semi-structured interviews.

The researchers then used qualitative data analysis to process the data collected in the field. According to (Sugiyono, 2016)[15], the following are the components of data analysis: focusing on what is important in order to reduce data

4. RESULT AND DISCUSSION

As a result of gathering data in the field, the authors discovered interesting things about entrepreneurship in terms of increasing their capacity in the field of digital marketing. Rizki, an administrator of the Hand Above Community, an entrepreneurship community in Pekanbaru City, stated that "anyone can become an entrepreneur, but very few of them are able to survive and achieve success in that field." The community views the world of entrepreneurship as a place of uncertainty, which is not incorrect; however, for those who have good preparation in terms of knowledge, time, energy, and even capital, entrepreneurship becomes a place that provides light for anyone who is in it." Rizki explained.

Ilham, a culinary manager in Pekanbaru City, agreed. "Entrepreneurship is inextricably linked to processes and failures; every entrepreneur goes through a process in order to build the business they have. Before you can achieve success, you must first overcome various barriers to failure. It is at this point that our mentality and intention are put to the test; how do we get through and find a way out of each of these trials? For example, at the start of a business, every entrepreneur must have doubts about where and with

whom to promote our products or services. He described it as one of many tests that can be encountered when starting a business." When it comes to marketing products or services, entrepreneurship has seen many changes and developments along the way, from using limited information to now using communication technology. Rizki, the owner of Martabak Djoragan, recognizes that the dynamics of the entrepreneurial world are constantly changing. "The path of entrepreneurship appears to be endless, as evidenced by the influence of social conditions in society on the most recent technological developments. Prior to the current situation, we used word-of-mouth promotion, which was said to be free and quick. However, he claims that the public's access to information is slow.

Kete Winda is the owner of Minda Oil, an edible oil entrepreneur. "Entrepreneurs must have a strong mentality and determination; this is a prerequisite for anyone who wishes to enter this world." At the start of this edible oil business, I faced numerous challenges, particularly in the field of product marketing. Many of the oil products on the market are directly controlled by large corporations with packaging.

Product marketing that is both appealing and effective. I began by selling this item to housewives. Because of the convenience of technology, I can now promote products to various levels of society through social networks "he stated

Agus, the manager of jasa akuntakita.com, revealed that "When starting a new business, the owner must choose between focusing on product development and marketing. In my opinion, the owner should prioritize capital for the manufacturing process, which is consistent with utilizing all existing capabilities to market products while minimizing capital use. This is possible if the entrepreneur has limited capital, but it is a different story if the company is already large. Consider marketing products prior to the advent of social networking and digital marketing. Entrepreneurs will print billboards and banners and place them in high-traffic areas. Aside from the costs that could be considered unaffordable at the time, the risk of the banners we put up at night being seen the next day has vanished for one reason or another, and the current situation is evolving at a breakneck pace "he stated

Capital is one of the pillars in establishing a business; therefore, capital use must be carefully and thoroughly calculated. This will have a significant impact on the wheels of entrepreneurship. " In my opinion, digital marketing is currently creative and liberated "Anyone, regardless of level of creativity, can benefit from this facility. There are no boundaries to developing creativity, especially when combined with free social networking technology that anyone can use. Of course, social networks are free, but there are now paid options as well. Entrepreneurs can redirect capital to areas where it is needed by reducing capital expenditure for promotional activities "he stated

The larger the business, the more specific fields are formed in order to maximize the course of entrepreneurial activity. Tia, the owner of Rattan Homemade, is aware of the situation because the business activities she has established necessitate the use of human resources with specific expertise. "Our company specializes in local rattan crafts that can be turned into various pieces of furniture, while also emphasizing the uniqueness of rattan crafts that have their own characteristics. This company is growing and requires employees with experience ranging from raw rattan to finished materials. Not to mention the promotion aspect; different products have different marketing strategies. We hired third parties to create product content about this rattan craft specifically for this business, with costs varying depending on our requests, of course "He elaborated.

Understanding market segmentation, what products are market needs, and the strength of capital and relationships in marketing the products produced are all factors to consider before studying digital marketing. "Creating content to market products through digital marketing is not as simple as it appears. It takes comprehension to know which market we want to enter, for example, a culinary business, whether we want to embrace the youth market by serving a café or culinary that caters to those circles, or what it's like. A thorough market analysis is required, and the products produced must also take market needs and current conditions into account. As entrepreneurs, we can see where the current market tastes are going. Don't let the products fall short of market expectations; this will be disastrous for those of us who have invested time, energy, and even money. All of these processes culminate in the creation of content that is appropriate for the market we wish to target." This understanding does not come easily; it requires time and effort. Mature and deeper efforts to produce messages that can be accepted by the business community's segmentation

Entrepreneurs can use social networking tools to market products or services derived from their business activities. Many of them use social networks based on market segmentation. "The social network we choose determines which market we want to reach." Call it the d'klepperpie business, which currently has three branches spread throughout Pekanbaru. The use of social media in marketing our products is tailored to consumer segments ranging from late adolescents to adults and older. Instagram is the platform

we use the most to promote new products or those related to d'klapperpie. There are also online stores such as gofood, goshop, shoppefood, and other food ordering apps. The more applications we use, the more people will be aware of this product."

Entrepreneurship is one of Indonesia's economic pillars. Entrepreneurship is distinguished by originality and creativity in the production of goods and services[16]. Those who can stand up and survive in the world of entrepreneurship produce individuals who have a positive impact not only on themselves but also on the surrounding environment. This is evident in the creation of job opportunities for the local community around which this business was built.

The Covid-19 pandemic has slowed the rotation of the entrepreneurial wheel in Indonesia. Because of the epidemic, the government imposed social restrictions on the creative industry, which was a double-edged sword. This social restriction program, in addition to preventing virus transmission, has a significant impact on consumer interest in the creative industry. As a result of this impact, many entrepreneurs have had to reduce the number of employees or close several branches in order to survive in a pandemic, until they completely closed their businesses because they could no longer withstand the brunt of the Covid-19 outbreak.

Slowly but steadily, with various programs issued by the Indonesian government through various concrete actions such as: the Covid-19 vaccine, financial assistance to MSMEs, until limited public access has begun. This is analogous to giving entrepreneurs a second chance to re-emerge as an economic pillar that had collapsed due to Covid-19. This readiness is evident when digital media is used to.

Business Segmentation

The business being built is a projection of current market needs. Every existing business is inextricably linked to economic, social, and technological developments. If you see the potential for community needs that can generate profits if properly managed, then entrepreneurship exists as a creative industry with its flexibility and uniqueness. Entrepreneurs can have a positive impact on the community's economy with careful planning and the assistance of qualified resources.

Pekanbaru City is strategically located in Sumatra's heart. As the capital city of Riau Province, which is directly adjacent to the states of Singapore and Malaysia, it provides distinct advantages to market participants. Apart from being a hub for economic activity between neighboring provinces, the area's distinct Malay flavor makes it a must-see for anyone visiting the City of Sorcerer[17].

Entrepreneurial activists take advantage of this opportunity to help the creative industries achieve new breakthroughs. Begin with a rich culinary tour of elevating Malay cuisine. Local people's handicrafts, such as rattan, have a market value. As well as various market needs that entrepreneurs can meet as a form of readiness to compete in domestic and foreign markets. Every business that is about to be built will undoubtedly go through market analysis, which requires business actors to understand what the market needs are. This segmentation begins with which age level will be targeted, based on the genre, whether male or female, all of which will affect how messages will be conveyed through digital media.

Capital becomes a supporting pillar in the development of a newly established business and cannot be separated from it. When deciding between product development and product marketing, entrepreneurs must prioritize product readiness before releasing it to the market at this early stage. When customers want to buy or use our services, they form their.

Building a message

Following the completion of the product or service's marketing readiness. Simpler methods, such as information from word of mouth or word of mouth, can be used in the early stages of marketing a product. This method is recommended if you are starting a business. The initial capital for business people to introduce their products can be generated by how consumers refer the business that we have just started to family friends or closest friends.

Entrepreneurs in Pekanbaru City can begin by doing the simplest things first, such as collecting consumer testimonials and disseminating them via digital media. Initially, the message is generated based on consumer satisfaction with entrepreneurs' products or services. Light information, such as new products or special offers that pique the interest of consumers and the general public, can help to increase consumer knowledge of our company.

The size of a company can be accompanied by built-in good and correct messages. It is not uncommon for larger business actors to have divisions or sections that specialize in marketing a company's products or services. This division is in charge of determining what message you want to build, how the concept and content you want to create, and what media is appropriate for informing the public about the

message. On a larger scale, entrepreneurs may even hire third-party consultants to assist them in marketing their products or services. This must be considered because it relates to the availability of capital, and the division is commonly referred to as the marketing division.

The widespread use of digital marketing provides entrepreneurs with numerous opportunities to market their products or services. This progress cannot be separated from the advancement of technology, information, and communication, which is always bringing something new to the table. Insights to entrepreneurial actors for increasing their capacity in the field of digital marketing can not only reach every level of society.

Media

Product marketing must be considered in addition to business expansion in order to increase people's purchasing power. Long before digital marketing, entrepreneurs, both small and large, spent relatively large sums of money simply to introduce the latest products for their business. This was accomplished through the use of traditional media such as newspapers or magazines, which were published and were less efficient in reaching the larger community, as well as having a relatively large budget at the time. On the other hand, the installation of billboards and banners in congested areas is still ineffective, so the products being marketed are not really accessible to market segmentation.

The presence of digital marketing encourages entrepreneurial activists to market products at a lower cost and to a larger community. Every individual has the latest gadgets or telecommunication facilities with more than two social networks that they already have to get the latest information from the virtual world. Entrepreneurs use this to market their products or services to the general public via social media. Aside from the massive nature of information dissemination, digital marketing allows for creativity in packaging a promotional message to the public.

Observing the enthusiasm of local entrepreneurs in Pekanbaru City, the authors obtained data in the form of digital media usage that was tailored to the target market segmentation. Until recently, social media networks were present in relatively large numbers. Each of these platforms has a diverse user base. Indirectly, digital media provides its own mapping to users based on the needs they wish to fulfill.

Facebook, Instagram, Twitter, YouTube, and Whatsapp are some of the most popular social networks. Furthermore, online shopping platforms such as Gofood, Goshop, Shoppe, Tokopedia, and Lazada do not want to be left behind in the world of entrepreneurship. Not all digital media.

5. CONCLUSION

The Covid-19 outbreak has had an impact on many social, health, environmental, and even economic aspects, particularly in Indonesia. This problem seems to never end, affecting every aspect of people's lives, including the creative industry, in this case the local MSME sector in Indonesia. To bear the brunt of the pandemic, the MSME sector must think hard about how to survive. This is demonstrated by shifting the focus of marketing products or services produced through the use of digital marketing or digital marketing. As an entrepreneur, you must first understand market segmentation, then create messages based on the type of business, and finally choose the appropriate channel or media.

Sooner or later, business actors must be concerned about this change. This progression cannot be separated from the rate of technological, information, and communication renewal. People who can already choose how to get something quickly and easily must be followed by market developments that can accompany it. One method is to.

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