



## Digital Marketing Strategy for MSME Development

<sup>1</sup>Eliyanti Agus Mokodompit, <sup>2</sup>I Nyoman Tri Sutaguna, <sup>3</sup>Heriyana, <sup>4</sup>Arief Yanto Rukmana, <sup>5</sup>Sri Gustini

<sup>1</sup>Universitas Halu Oleo, <sup>2</sup>Universitas Udayana, <sup>3</sup>Institut Rahmadiyah Sekayu, <sup>4</sup>Sekolah Tinggi Ilmu Ekonomi STAN IM, <sup>5</sup>Institut Rahmadiyah Sekayu

\*Email; <sup>1</sup>[eliyantiagusmokodompit@uho.ac.id](mailto:eliyantiagusmokodompit@uho.ac.id), <sup>2</sup>[trisutaguna@unud.ac.id](mailto:trisutaguna@unud.ac.id),  
<sup>3</sup>[heriyana010179@gmail.com](mailto:heriyana010179@gmail.com), <sup>4</sup>[ariefyantorukmana@gmail.com](mailto:ariefyantorukmana@gmail.com),  
<sup>5</sup>[srigustini.mudrik@gmail.com](mailto:srigustini.mudrik@gmail.com)

### Article History:

Received: 05 Agustus 2023

Revised: 08 September 2023

Accepted: 19 Oktober 2023

**Keywords:** Digital Marketing, Branding; MSMEs.

**Abstract:** MSMEs are crucial to Indonesia's economy because of their large contribution to growth. The MSME sector is one of the main pillars holding up the basis of the Indonesian economy. MSMEs and the rise of digitalization will make Indonesia the country with the largest digital economy in Southeast Asia by 2026. However, MSMEs have difficulties, the most significant of which is the need to strengthen the human capital of MSME participants and improve digital skill development. The dearth of online marketing education continues to be a problem for many MSMEs. comparable to the Hanan Boga Rasa UMKM in the Buton City neighborhood. Teachers, students, and thematic KKN Group 34 developed plans and methods to improve MSME product branding. The activities are conducted using the qualitative technique, which makes use of MSMEs' interviews, documentation, dialogue, and observation. The results of the operations also help MSMEs, since they can enhance public perception of their products and increase marketing and sales

**Abstrak.** UMKM mempunyai peranan penting bagi perekonomian Indonesia karena kontribusinya yang besar terhadap pertumbuhan. Sektor UMKM merupakan salah satu penopang utama penopang perekonomian Indonesia. UMKM dan kebangkitan digitalisasi akan menjadikan Indonesia sebagai negara dengan ekonomi digital terbesar di Asia Tenggara pada tahun 2026. Namun UMKM mempunyai kesulitan, yang paling signifikan adalah perlunya memperkuat sumber daya manusia peserta UMKM dan meningkatkan pengembangan keterampilan digital. Minimnya pendidikan pemasaran online terus menjadi permasalahan bagi banyak UMKM. sebanding dengan UMKM Hanan Boga Rasa di lingkungan Kota Buton. Guru, siswa, dan KKN tematik Kelompok 34 menyusun rencana dan metode untuk meningkatkan branding produk UMKM. Kegiatan dilakukan dengan teknik kualitatif yang menggunakan wawancara, dokumentasi, dialog, dan observasi UMKM. Hasil usahanya juga membantu UMKM karena dapat meningkatkan persepsi masyarakat terhadap produknya serta meningkatkan pemasaran dan penjualan

**Kata Kunci:** Pemasaran Digital, Branding; UMKM

## **INTRODUCTION**

The Indonesian economy's primary pillar, the MSMEs sector, is incorrect. In actuality, the MSME sector actually plays a highly significant role in saving the existing Indonesian economy's ecology, as noted during the economic crisis of 1998. The MSME sector has significant potential to accelerate the country's economic recovery, as was the case during the COVID-19 epidemic (Kushendar, 2023). By 2025, Indonesia's digital economy will be the biggest in Southeast Asia, thanks to SMEs and the country's progress toward digitalization. SMEs do, however, encounter challenges. In particular, there is a need to improve digital skill training and source power management for MSME players (Yusuf et al., 2023). The impact on the production of superior products, even if there is no maximum, is a result of the low level of digital literacy and the low caliber of MSME human resources. Nonetheless, the majority of MSMEs aspire to expand their businesses by going digital (Yusuf, 2023).

The ward that is currently intensifying movement among individuals in the MSME sector is Pasarwajo Buton, which is incorrect. Numerous MSMEs scattered throughout the subdistrict have demonstrated this. Issues that arise in the village are also the same, such as the inadequate product branding and the system marketing that is still primarily done manually (mouth-to-mouth). Lack of "fatigue" with technology is the primary issue facing MSMEs in the Pasarwajo ward. This becomes the primary emphasis for students enrolled in the entrepreneurship program, which naturally concentrates on the sub-district MSMEs that are currently operating but lack sufficient technological literacy. Students can concentrate on aspects such as branding products, photo products, better packaging, and other related things, as well as aspects of marketing through online shops.

MSME actors encounter numerous issues, such as the low level of online marketing for education. Depending on the issue, which includes partner MSMEs with experience, education or training needs, and effective formal or informal methods for creating an online or digital marketing plan, as well as how to brand products for partners in larger markets, To boost sales and income, partner MSMEs must have a strong product brand and marketing plan. Because of this, steps have been taken to raise sales, enhance brand awareness, and compensate MSME employees who research branding-related topics, attend workshops and training sessions, and create online marketing platforms.

A good method for business development, especially for MSMEs, is branding.

Effective branding can yield financial outcomes for MSMEs in their business continuity. For MSMEs in particular, branding is the first step toward gaining market share and guaranteeing the survival of their company. In addition to increasing sales and promoting items in all spheres of society, branding also works for the open market and engages customers online.

## **REVIEW THE MENTORS**

### **Online Advertising**

Digital marketing is activity marketing, often known as marketing, that uses unique branding techniques. For instance, email, blogs, websites, adwords, and different social networking sites. By definition, digital marketing consists of concept, idea, pricing, campaign, and sales planning and execution. Digital marketing refers to the current wave of public interest and support that is involved in everyday activities (S Yusuf et al., 2023). The use of digital technology to market through websites, e-mail, databases, digital television, and many other innovative channels like blogs, feeds, podcasts, and social networking sites is why digital marketing is important. These channels promote marketing that is addressed for profit and build as well as develop connection customers, as well as develop approaches planned to increase knowledge, product, loyalty, and mark customer. Testing online communication that is focused on providing services according to the needs of each individual or specific client. To put it briefly, digital marketing is goal-oriented, achievement-oriented marketing that utilizes digital media and technology.

### **Approach Study**

Public devotion to implementation action This occurs in the City of Buton's Pasarwajo Village and Subdistrict. Theme Activity: KKN This will occur over the course of three months, from June 23, 2023, to September 20, 2023. Students and KKN groups establish goal activities; for example, they use the business and economics creative activity plan for the public devotion activity in Ward Pasarwajo.

The KKN Thematic Student Activity involved qualitative methods such as discussion, documentation, interviewing party MSMEs, and observation. populace engaged in activity Here are several MSMEs that the KKN Thematic student has evaluated. Mr. Wandu's MSMEs, Hanan Boga Rasa, serve as the sample. Kushendar (2022) states that a qualitative method study

is a type of research that is grounded in philosophy and taught through scientific experimentation. It emphasizes the importance of researchers' instruments, data gathering techniques, and qualitative analysis. In order for students and KKN groups to apply a qualitative method that is highly relevant to the work completed for the program,

## **RESULTS AND DISCUSSION**

The outcomes of the community-focused activities at MSMEs Hanan Boga Rasa, located on Road Sumba Ward in Pasarwajo Subdistrict, show that the students walk with ease. Following the creation of logos for MSMEs' products by Hanan Boga Rasa, the students moved on to the second tactic, which involves creating brochures for MSMEs' products both online and offline. The cafeteria was used for the photo shoot in order to obtain excellent and distinctive lighting and props. In addition, pupils set up a variety of property additions and a camera that is suitable for photo products. The goal of the student project is to create a photo product for MSMEs that will captivate consumers by showcasing an eye-catching image and pique their curiosity about the product. In order to subsequently enable MSMEs to maximize markdown sales of MSME products.

The student-taken photo results are sorted by which one is more visually appealing and intriguing. The photo results are then modified using the Canva tool to create a brochure. Naturally, before editing the brochure, students have already discussed with the owner of MSMEs what will be included later on in the brochure.



**Picture 1. Results Brochure MSMEs Hanan Boga Rasa**

**Source : Documentation Personal**

According to request, Mr. Wandu, the proprietor of Hanan Boga Rasa UMKM, filled out a brochure with student edits that included results, a photo of the product, the price of the goods, MSME addresses, and a WhatsApp number for a business that customers could reach. In addition, the maroon and scarlet color scheme used for the election attempts to make the brochure more visually appealing and appetizing to customers. In addition, maroon is frequently associated with strength, rage, and the focus of attention. Some people think that the color red can arouse curiosity and desire to taste it.

The second strategy that the student uses is social media to boost digital marketing and product branding. chosen social media student who is active on Facebook and WhatsApp business. Mothers utilize Facebook and WhatsApp, as can be seen from the majority of target audiences; students use the second social media platform. In order for Mr. Wandu to post a text narrative or caption every time he wants to market the product on social media, students must compose one. Students can also add catalog products to their accounts on WhatsApp Business. Commence with the product's price, picture, and information. By making the most of social media, MSME product marketing may increase consumer reach, boost sales, and expand. In

addition, it is feasible for MSME product branding to grow and become more well-known in society.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusions**

Pasarwajo Buton Ward is the incorrect one, which at the moment is moving those in the MSME sector more intensely. MSME actors encounter numerous issues, such as the low level of online marketing for education. In the Pasarwajo subdistrict, the MSME sector still uses traditional marketing methods, including word-of-mouth advertising. Nevertheless, the majority of marketers in the present era use social media. Social media platforms are useful for marketing. A product expands once more until it reaches outside the island. Students and instructors are implementing the thematic KKN with scheme entrepreneurship and economics creative for MSMEs. The only person who receives assistance with social media marketing is in Ward Pasarwajo, or incorrectly. Activities that can be completed include creating Facebook businesses, Instagram items, WhatsApp businesses, and brochure production. But in order for the goods to be marketed and identified by customers, the offending company must be able to brand the product incorrectly for example, by providing a logo.

### **suggestion**

Observe the MSMEs' state in the village of Pasarwajo and the public's expected activity. This can assist other MSMEs in registering, so they can focus more on product development and marketing. We believe that by covering MSMEs holistically through action, the public will come and provide a remedy for the issue that has been identified.

## **REFERENCE**

- Alfiah, A., Suhendar, A., & Yusuf, M. (2023). Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Vinyl Flooring Merek Taco di CV Indosanjaya Kota Bandung. *SEIKO: Journal of Management & Business*, 6(1), 492-503.
- Agustina, R., Yusuf, M., Sutiyan, O. S. J., Ardianto, R., & Norvadewi, N. (2022). Employee Performance Mediated Quality Of Work Life Relationship Satisfaction On The Job And Organizational Commitment.
- Arta, D. N. C., Leuhery, F., Abubakar, H., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Analisis Hubungan Antara Pelatihan dan Kinerja Karyawan di Sebuah

- Perusahaan. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 162-168.
- Atra, D. N. C., Yeti, Y., Rahayu, B., & Yusuf, M. (2022). EFFECT OF COMPETENCE AND COMPENSATION ON EMPLOYEE PERFORMANCE. *Journal of Innovation Research and Knowledge*, 2(6), 2477-2482.
- Arianto, B., 2020, Pengembangan UMKM Digital di Masa Pandemi Covid-19, *ATRABIS: Jurnal Administrasi Bisnis*, no 2, vol 6.
- Atmaja, D. S., Zaroni, A. N., & Yusuf, M. (2023). Actualization Of Performance Management Models For The Development Of Human Resources Quality, Economic Potential, And Financial Governance Policy In Indonesia Ministry Of Education. *Multicultural Education*, 9(01), 1-15.
- Baidun, A., Prananta, R., Harahap, M. A. K., & Yusuf, M. (2022). Effect Of Customer Satisfaction, Marketing Mix, And Price In Astana Anyar Market Bandung. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2).
- Cakranegara, P. A., Kurniadi, W., Sampe, F., Pangemanan, J., & Yusuf, M. (2022). The Impact Of Goods Product Pricing Strategies On Consumer Purchasing Power: A Review Of The Literature. *Jurnal Ekonomi*, 11(03), 1115-1120.
- Cakranegara, P. A., Hendrayani, E., Jokhu, J. R., & Yusuf, M. (2022). Positioning Women Entrepreneurs in Small and Medium Enterprises in Indonesia–Food & Beverage Sector. *Enrichment: Journal of Management*, 12(5), 3873-3881.
- Dacholfany, M. I., Khataybeh, A. M., Lewaherilla, N. C., Yusuf, M., Sihombing, H. B. M., & Chang, M. L. (2022). APPLICATION OF THE BALANCED SCORE CARD CONCEPT AS A HUMAN RESOURCE PERFORMANCE MEASUREMENT TOOL AT THE MINISTRY OF HIGHER EDUCATION IN INDONESIA. *MULTICULTURAL EDUCATION*, 8(04), 1-13.
- Djalo, M. U., Yusuf, M., & Pudjowati, J. (2023). THE IMPACT OF FOREIGN DEBT ON EXPORT AND IMPORT VALUES, THE RUPIAH EXCHANGE RATE, AND THE INFLATION RATE. *Jurnal Ekonomi*, 12(01), 1124-1132.
- Ernayani, R., Fauzan, R., Yusuf, M., & Tahirs, J. P. (2022). The Influence of Sales And Operational Costs on Net Income in Cirebon Printing Companies. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2).
- Fachrurazi, F., Zarkasi, Z., Maulida, S., Hanis, R., & Yusuf, M. (2022). INCREASING MICRO SMALL MEDIUM ENTERPRISES ACTIVITY ENTREPRENEURIAL CAPACITY IN THE FIELD OF DIGITAL MARKETING. *Jurnal Ekonomi*, 11(03), 1653-1660.
- Fasiha, F., Yusuf, M., Sihombing, H. B. M., Mujahidin, M., & Chenini, R. (2022). The Effect of Product Quality and Service Quality on Consumer Loyalty at Palopo Minimarkets. *Ikonomika: Jurnal Ekonomi dan Bisnis Islam*, 7(2), 177-192.
- Hanis, R., & Yusuf, M. (2022, December). Applying A Swot Analysis Approach To A Sharia Marketing Perspective At Alunicorn Shops In Bandung. In *Proceeding of The International Conference on Economics and Business (Vol. 1, No. 2, pp. 653-670)*.

- Haribowo, R., Moridu, I., Rafid, M., Kamar, K., & Yusuf, M. (2022). COMPARATIVE ANALYSIS OF INDONESIAN HOUSEHOLD CONSUMPTION EXPENDITURE 2018-2021. *Journal of Innovation Research and Knowledge*, 2(6), 2497-2504.
- Haribowo, R., Tannady, H., Yusuf, M., Wardhana, G. W., & Syamsurizal, S. (2022). Analisis Peran Social Media Marketing, Kualitas Produk Dan Brand Awareness Terhadap Keputusan Pembelian Pelanggan Rumah Makan Di Jawa Barat. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 4024-4032.
- Herawati, A. F., Yusuf, M., Cakranegara, P. A., Sampe, F., & Haryono, A. (2022). Social Media Marketing In The Promotion Of Incubator Business Programs. *Jurnal Darma Agung*, 30(2), 623-633.
- Heryadi, D. Y., Fachrurazi, F., Nurcholifah, I., & Yusuf, M. (2023). During the Covid-19 Pandemic, Marketing Strategy Analysis for Crispy MSMEs" MA ICIH". *Jurnal Publikasi Ilmu Manajemen*, 2(1), 184-201.
- Herdianti, H., Arta, D. N. C., Yusuf, M., Sutrisno, S., & Suyatno, A. (2022). Pengaruh Penerapan Sistem Keadilan Distributif dan Keadilan Interaksional terhadap Kepuasan Kerja Pegawai Perusahaan: Literature Review. *Jurnal Mirai Management*, 7(2), 523-530.
- Ilham, I., Widjaja, W., Sutaguna, I. N. T., Rukmana, A. Y., & Yusuf, M. (2023). Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 185-202.
- Ismunandar, I., Andriani, N. Y., Hanis, R., Hamzah, R., & Yusuf, M. (2023). GRAND PREANGER BANDUNG EFFECTIVE MARKETING COMMUNICATION STRATEGY IN THE STAYCATION PROGRAM. *Jurnal Ekonomi*, 12(01), 48-53.
- Ismunandar, I., Sari, D. I., Maryoso, S., & Yusuf, M. (2023). Honda PCX Motorcycle Promotion Consumer Satisfaction. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2).
- Kaharuddin, K., & Yusuf, M. (2022, December). The Impact of Liquidity Risk Optimization on the Stability of Islamic Commercial Banks in Indonesia. In *Proceeding of The International Conference on Economics and Business (Vol. 1, No. 2, pp. 671-688)*.
- Kurhayadi, K., Rosadi, B., Yusuf, M., Saepudin, A., & Asmala, T. (2022). The Effect of Company Reputation and Customer Experience on Customer Loyal Behavior Citylink Indonesia. *Riwayat: Educational Journal of History and Humanities*, 5(2), 416-420.
- Kurhayadi, K., Yusuf, M., Masrifah, S., Rincani, E. D., & Fauzi, M. (2022). ANALYSIS OF BUMDESA COMPETITIVENESS STRATEGY THROUGH THE UTILIZATION OF TOURISM OBJECTS TO IMPROVE COMMUNITY WELFARE. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 1(3), 157-171.
- Kurniadi, W., Lotte, L. N. A., Cakranegara, P. A., Sampe, F., & Yusuf, M. (2022). HANAN WEDDING PLANNER'S MARKETING COMMUNICATION STRATEGY FOR INCREASING SALES IN THE COVID-19 PANDEMIC ERA ON THE TIKTOK APP. *Jurnal Ekonomi*, 11(03), 1359-1364.
- Kurniawan, A., Yusuf, M., Manueke, B., Norvadewi, N., & Nurriqli, A. (2022). In *Tokopedia*



Applications, The Effect Of Electronic Word Of Mouth And Digital Payment On Buying Intention.

- Kushendar, D. H., Kurhayadi, K., Saepudin, A., & Yusuf, M. (2023). BANDUNG CITY GOVERNMENT ENVIRONMENT AND SANITATION SERVICE CAPACITY IN WASTE MANAGEMENT. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 2(1), 50-60.
- Norvadewi, N., Sampe, F., Ardianto, R., & Yusuf, M. (2023). The Impact Of Brand Image And Price Online Product Purchase Decisions At Shopee. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 336-351.
- Nugroho, A. P., Norvadewi, N., Wulansari, M., Akbarina, F., & Yusuf, M. (2023). DIGITAL ENTREPRENEURSHIP STRATEGY IN ONLINE BUSINESS COMPANIES IN WEST JAVA. *Transformasi: Journal of Economics and Business Management*, 2(2), 01-12.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183-188.
- Pandiangan, S. M. T., Octiva, C. S., Yusuf, M., Suryani, S., & Sesario, R. (2022). The Role of Digital Marketing in Increasing Sales Turnover for Micro, Small, and Medium Enterprises. *Jurnal Pengabdian Mandiri*, 1(12), 2601-2606.
- Pudjowati, J., Cakranegara, P. A., Pesik, I. M., Yusuf, M., & Sutaguna, I. N. T. (2021). The Influence Of Employee Competence And Leadership On The Organizational Commitment Of Perumda Pasar Juara Employees. *Jurnal Darma Agung*, 30(2), 606-613.
- Rajasa, E. Z., Manap, A., Ardana, P. D. H., Yusuf, M., & Harizahayu, H. (2023). Literature Review: Analysis Of Factors Influencing Purchasing Decisions, Product Quality And Competitive Pricing. *Jurnal Ekonomi*, 12(01), 451-455.
- Rafid, M., Sutaguna, I. N. T., Rukmana, A. Y., Fauzan, R., & Yusuf, M. (2023). Social Media Application For Coffee Shop Development In Bandung City. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2).
- Razali, G., Nikmah, M., Sutaguna, I. N. T., Putri, P. A. N., & Yusuf, M. (2023). The Influence Of Viral Marketing And Social Media Marketing On Instagram Adds Purchase Decisions. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 75-86.
- Razali, G., Akbarina, F., Arubusman, D. A., Rukmana, A. Y., & Yusuf, M. (2023). Loyalty and the Effects of Trust and Switching Barriers. *Jurnal Mirai Management*, 8(1), 237-248.
- Saepudin, A., Prihadi, M. D., Asmala, T., & Yusuf, M. (2022). WORK FROM HOME (WFH) POLICIES ARE BEING IMPLEMENTED AT THE BANDUNG CITY PUBLIC WORKS DEPARTMENT. *Journal of Research and Development on Public Policy*, 1(1), 42-50.
- Saepudin, A., & Yusuf, M. (2022). THE EFFECTIVENESS OF VILLAGE FUND POLICY ON INFRASTRUCTURE DEVELOPMENT. *LITERACY: International Scientific*

Journals of Social, Education, Humanities, 1(3), 172-180.

- Sampe, F., Haryono, A., Pakiding, D. L., Norvadewi, N., & Yusuf, M. Y. (2022). Analysis Of Typical Capabilities And Entrepreneurial Orientation Against Competitive Advantage In Bandung Traditional Foods Msmes.
- Sampe, F., Cakranegara, P. A., Yusuf, M., Rahayu, M., & Nasution, R. A. (2022). EMPLOYEE PERFORMANCE AND HUMAN RESOURCE PROTECTION. *Jurnal Ekonomi*, 11(03), 1045-1049.
- Sampe, F., Ardianto, R., & Yusuf, M. (2023). The Impact Of Brand Image And Price Online Product Purchase Decisions At Shopee.
- Sampe, F., Yusuf, M., Pakiding, D. L., Haryono, A., & Sutrisno, S. (2022). Application Of Digital Marketing In Maintaining Msmes During The Covid-19 PandemiC. *Jurnal Darma Agung*, 30(2), 663-676.
- Salim, N. A., Sutrisno, S., Maango, H., Yusuf, M., & Haryono, A. (2022). Employee Performance And The Effects Of Training And The Workplace. *Jurnal Darma Agung*, 30(2), 549-558.
- Siregar, A. P., Nofirman, N., Yusuf, M., Jayanto, I., & Rahayu, S. (2022). The Influence of Taste and Price on Consumer Satisfaction. *Quantitative Economics and Management Studies*, 3(6), 998-1007.
- Siregar, N., Nursyamsi, S. E., Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). DIGITAL MARKETING TO E-COMMERCE CUSTOMERS. *Journal of Management and Creative Business*, 1(2), 182-198.
- Soukotta, A., Sampe, F., Putri, P. A. N., Cakranegara, P. A., & Yusuf, M. (2022). Financial literacy and savings behavior female entrepreneurs in Kiaracondong Market, Bandung City. *Jurnal Darma Agung*, 30(2), 652-662.
- Soukotta, A., Yusuf, M., Zarkasi, Z., & Efendi, E. (2023). Corporate Actions, Earning Volatility, And Exchange Rate Influence On Stock Price Stability. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(2), 197-214.
- Sudirjo, F., Lotte, L. N. A., Sutaguna, I. N. T., Risdiyanto, A., & Yusuf, M. (2023). THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 2(2), 110-126.
- Sudirjo, F., Sutaguna, I. N. T., Silaningsih, E., Akbarina, F., & Yusuf, M. (2023). THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON CAFE YUMA BANDUNG PURCHASE DECISIONS. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(3), 27-36.
- Sudirjo, F., Ratnawati, R., Hadiyati, R., Sutaguna, I. N. T., & Yusuf, M. (2023). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND E-SERVICE QUALITY ON BUYING DECISIONS IN ELECTRONIC COMMERCE. *Journal of Management and Creative Business*, 1(2), 156-181.

- Sucipto, B., Yusuf, M., & Mulyati, Y. (2022). Performance, Macro Economic Factors, And Company Characteristics In Indonesia Consumer Goods Company. *Riwayat: Educational Journal of History and Humanities*, 5(2), 421-428.
- Sudirjo, F., Razali, G., Sari, D. I., Sutaguna, I. N. T., & Yusuf, M. (2023). ANALYSIS OF BRAND IMAGE AND PRICE IMPACT ON BUYING BEHAVIOR AT BU IMAS BANDUNG RESTAURANT. *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen dan E-Commerce*, 2(2), 24-35.
- Sutaguna, I. N. T., Sampe, F., Dima, A. F., Pakiding, D. L., & Yusuf, M. (2022). Compensation and Work Discipline's Effects on Employee Achievement at Perumda Pasar Juara. *YUME: Journal of Management*, 5(3), 408-428.
- Sutaguna, I. N. T., Rijal, S., Razali, G., & Yusuf, M. (2023). Micro, Small, and Medium Enterprises' Digital Marketing Strategy in Cimekar Village, Bandung Regency. *Brilliant International Journal Of Management And Tourism*, 3(1), 184-197.
- Sutaguna, I. N. T., Fardiansyah, H., Hendrayani, E., & Yusuf, M. (2023). BRAND STRENGTH FOR MICRO, SMALL, AND MEDIUM ENTERPRISES. *GEMILANG: Jurnal Manajemen dan Akuntansi*, 3(2), 77-86.
- Sutaguna, I. N. T., Achmad, G. N., Risdwiyanto, A., & Yusuf, M. (2023). MARKETING STRATEGY FOR INCREASING SALES OF COOKING OIL SHOES IN BAROKAH TRADING BUSINESS. *International Journal of Economics and Management Research*, 2(1), 132-152.
- Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). Hanan Catering's Instagram promotions, pricing, and menu variety influence consumer purchasing decisions in Bandung. *International Journal of Economics and Management Research*, 2(1), 76-87.
- Sutaguna, I. N. T., Yusuf, M., Ardianto, R., & Wartono, P. (2023). The Effect Of Competence, Work Experience, Work Environment, And Work Discipline On Employee Performance. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 367-381.
- Sutrisno, S., Herdiyanti, H., Asir, M., Yusuf, M., & Ardianto, R. (2022). Dampak Kompensasi, motivasi dan Kepuasan Kerja Terhadap Kinerja Karyawan di Perusahaan: Review Literature. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 3476-3482.
- Sutrisno, S., Panggalo, L., Asir, M., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Mitigasi Resiko dan Prosedur Penyelamatan pada Sistem Perkreditan Rakyat. *Journal of Economic, Bussines and Accounting (COSTING)*, 6(2), 1154-1167.
- Sutrisno, S., Cakranegara, P. A., Asri, F., Yusuf, M., & Sahala, J. (2022). STRATEGY FOR MSME DEVELOPMENT USING FINANCIAL TECHNOLOGY TO INCREASE CAPITAL AND CONSUMERS. *Jurnal Darma Agung*, 30(2), 677-686.
- Widjaja, W., Kartini, T., Yuningsih, E., Yusuf, M., & Hayati, F. A. (2023). KAHATEX BANDUNG REGENCY'S EMPLOYEE SELECTION AND PLACEMENT IMPACT. *Transformasi: Journal of Economics and Business Management*, 2(2), 72-84.
- Wowling, S. A. S., Yusuf, M., Gampu, S., & Sahala, J. (2022). Product Quality And Pricing Influence On The Brand Reputation Of Loco Coffee Fast Food Products. *Jurnal Darma*

Agung, 30(2), 541-548.

- Yani, D., Yusuf, M., Rosmawati, E., & Apriani, Z. (2022). Branding Brand Image Strategy Study Through Digital Marketing Overview on MSMEs: Sanggabuana Coffee (KoSa) in Mekarbuana Village, Karawang. *International Journal of Economics and Management Research*, 1(3), 183-193.
- Yusuf, M., Haryono, A., Hafid, H., Salim, N. A., & Efendi, M. (2022). Analysis Of Competence, Leadership Style, And Compensation In The Bandung City Pasar Bermartabat. *Jurnal Darma Agung*, 30(1), 524-2.
- Yusuf, M., Sutrisno, S., Putri, P. A. N., Asir, M., & Cakranegara, P. A. (2022). Prospek Penggunaan E-Commerce Terhadap Profitabilitas Dan Kemudahan Pelayanan Konsumen: Literature Review. *Jurnal Darma Agung*, 30(1), 786-801.
- Yusuf, M., & Matiin, N. (2022). ANALYSIS OF THE EFFECT OF THE MARKETING MIX ON PURCHASING DECISIONS. *International Journal of Economics and Management Research*, 1(3), 177-182.
- Yusuf, M., Fitriyani, Z. A., Abdilah, A., Ardianto, R., & Suhendar, A. (2022). The Impact Of Using Tokopedia On Profitability And Consumer Service. *Jurnal Darma Agung*, 30(2), 559-573.
- Yusuf, M., Saiyed, R., & Sahala, J. (2022, December). Swot Analysis in Making Relationship Marketing Program. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 573-588).
- Yusuf, M., Sutaguna, I. N. T., Hariyanto, M., Fauzan, R., & Miftahuljannah, R. H. (2023). Tokopedia Marketplace, The Effect Of Digital Marketing And Service Quality On Purchase Decisions. *Jurnal Mirai Management*, 8(1), 448-457.
- Yusuf, M., Saepudin, A., Prihadi, M. D., Kurhayadi, K., Kushendar, D. H., & Sulistyan, R. B. (2023). A Workshop For Lecturer To Improve Their Competence. *Perigel: Jurnal Penyuluhan Masyarakat Indonesia*, 2(2), 21-30.