



## Digital marketing strategy of kampung UMKM, blora district in attracting tourists in the era of pandemi COVID-19

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### ABSTRACT

The rapid development of information technology can bring many advantages in various sectors, one of which is the tourism sector. The advantages offered are carried out to develop micro, small and medium enterprises. This research activity aims to determine the impact of the application of digital media on the development of micro, small and medium enterprises to the Blora MSME Village in order to increase sales and attract tourists in the midst of the difficult Covid-19 pandemic by using digital marketing strategies. The role of technology is needed to suppress the success of a business in expanding the market by utilizing information technology that can be used for modern marketing communication media. The advantages offered by digital media range from cost-effective, wide coverage, and easy access to use by the public. therefore, MSME actors who previously only depended on consumers who came, now MSME actors can now market their products on digital media which is considered very profitable. The results of data collection in two ways, namely by literature review and field research, where the authors find that digital media is often used by MSME actors.

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## 1. Introduction

During the time when the Covid-19 pandemic spread throughout the world, all businesses in Indonesia also seemed to be facing big challenges and obstacles. The business components that have felt the impact find it difficult to adapt, and many are fighting to protect their employees from losing their jobs. Unprecedented financial challenges have also been introduced to ensure the business and the people within it continue to function. According to the World Bank, the economic impact of the corona virus pandemic can stop the business of nearly 24 million people in East Asia and the Pacific [1]. At its

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worst, the World Bank has also estimated that nearly 35 million people will remain in poverty. According to the Minister of Finance of the Republic of Indonesia, Sri Mulyani said that it is estimated that economic development in Indonesia is around 2.3 percent, even in the worst conditions it can reach minus 0.4 percent due to declining household consumption, investment and the government sector [2]. Among the steps that can be taken by various countries around the world to minimize the spread of this corona virus is to maintain a distance or what is commonly called physical distancing. However, the existence of the physical distancing movement can also have an impact on the decline in the global economy. Where there are restrictions on leaving the house or self-quarantine causing customers to be alienated.

The micro, small and medium enterprise industry (MSMEs) in Indonesia is one of those affected by the Covid-19 virus pandemic. According to the Assistant Deputy for Marketing of the Indonesian Ministry of Cooperatives and SMEs, Destry Anna Sari stated that there were five groups of SMEs that were affected by the co-19 pandemic, namely the first were food and beverage accommodation providers, the second were wholesale and retail, the third was the processing industry, the fourth were service activities or service providers, the fifth were agriculture, forestry and fisheries businesses. These MSMEs were affected by Covid due to decreased sales, difficulty obtaining raw materials, hampered distribution, hampered capital, and production. Evidenced by data from the Regulation of the Minister of Health of the Republic of Indonesia Number 9 (2020) that shopping centers, restaurants, and other industries that require closing due to large-scale social restrictions to break the chain of distribution of the Covid-19 virus [3]. These MSME actors realize that matters related to finance are very important, where many MSME actors must be able to survive and innovate in displaying the brands of goods being traded. Therefore, many business people in the MSME industry are switching to digital marketing promotions.

Digital marketing is marketing that is done online, as reported by [www.niagahoster.co.id](http://www.niagahoster.co.id) that digital marketing is an effort to market products using digital media and internet networks. There are many advantages to getting from selling digital marketing such as reducing excess costs, wide reach, opening up business opportunities, and others. Meanwhile, according to Rahayu [4] said that selling goods through E-commerce or digital marketing has many benefits such as improving the company's image, expanding market sales, improving communication between customers, and so on. This is according to the article <https://www.kominfo.go.id> [5] that food and beverage sales have increased by up to 400% including online transactions for other products. This means that all the needs of society during this pandemic are met by shopping online and digital e-commerce, where MSMEs must also innovate in marketing their products online to attract customers.

This scientific article writing activity aims to help Blora UMKM Village to be able to increase sales amid the difficulties of the Covid-19 pandemic by using a broader digital marketing strategy through digital e-commerce media such as social media Instagram, Facebook marketplace, online food delivery (grab), and so on. The large number of users of search engines such as Google, e-commerce sites, and social media can create product marketing opportunities that have been desired [6].

## **2. Literature Review**

### **2.1. Previous Research**

#### **2.1.1. MSME Survival Strategies in the Midst of the Covid-19 Pandemic – by Wan Laura Hardilawati**

Difference From this research, this research is more specific with the object of the umkm blora village, while the object of Wan Laura's research is in general. Then the results of Wan Laura's research are that there are several types of survival strategies that are recommended for MSME actors to survive the pandemic, namely the first is to sell in e-commerce because many people are switching to online shopping, the second is to carry out a marketing strategy using digital technology to reach a wider audience, the third is to improve the quality of the products and services provided, the last is to do customer relationship marketing so as to create customer trust and be able to grow customer loyalty.

In Wan Laura's scientific research article, also said that based on observations made by the author, the average MSMEs experienced a decrease in turnover during the Covid-19 pandemic, but not all MSMEs experienced a decrease in sales because MSME players were able to adjust themselves in terms of product innovations offered and implement marketing strategies to survive during the pandemic [7].

#### **2.1.2. Analysis of Jayagiri Mushroom UMKM Marketing Strategy Based on Marketing Mix Principles - By Raymond Harris Kristanto, Industrial Engineering Study Program, Bandung Institute of Technology**

The difference is the location chosen where Harris's research location is in Bandung while my research is in Blora, then the object taken where Raymond Harris' research uses the UMKM Jayagiri Mushroom object while I am Kampung UMKM Blora.

This article also discusses the methods used by Jayagiri Mushroom SMEs which use the marketing mix or commonly called 4P (Product, Price, Promotion, and Place). UMKM Jayagiri Mushrooms must also innovate in products and improve their quality, the second is marketing must be done door to door which aims to establish relationships with consumers, the third is a marketing strategy with social media such as Facebook, Intragam, and Twitter to advertise the products offered. In this study also said that the use of social media as a marketing medium has been busy lately because it is cheap but has a considerable effect [8].

#### **2.1.3. Marketing Strategy in Online-Based Business Through Social Media - Mega Alfiah, Faculty of Letters, Indonesian Computer University**

The different is its object for general business and use social media as its marketing. The link with my title is because both use digital/online marketing. The results of Mega Alfiah's research are that this article discusses the MSME marketing strategy by using marketing through social media or digital marketing. the results presented in the title of this scientific article are the first, namely social media that is widely used by MSME actors such as Facebook, Instagram, Marketplace, and so on, the second, namely the implementation of social media on MSMEs that have been implemented properly and received positive feedback from consumers, the third, namely the influence of social media on the development of MSMEs which has provided positive benefits for the progress of MSMEs. Therefore, in the title of this scientific article, the author says that it is important to help MSMEs during a pandemic like today to improve the tourism economy. Thus the Indonesian state will also get a positive impact not only in the economic field but also in other fields [9].

## **2.2. Literature Review**

### **2.2.1. Marketing**

According to Kotler and Keller [10] marketing is the task of an organization and its processes in creating, communicating, and operating a customer relationship that benefits the organization and its stakeholders. Therefore the function of marketing aims to provide understanding to customers and consumers regarding the products and services offered by business actors. Thus the notion of marketing is the most basic activity to market the products and services of business actors.

The relationship with the title of my scientific work is because my title discusses marketing strategies where the marketing is done digitally. The marketing referred to in my scientific article is to introduce a business with MSME actors to the general public which aims to increase sales and attract tourists to visit. Currently, the marketing that has been carried out by business actors in Blora UMKM Village is by promoting and informing the public through social media such as Facebook, Instagram, WhatsApp and the Website, not forgetting that they also inform customers directly by word of mouth.

### **2.2.2. Digital Marketing Strategy**

Digital marketing is a popular strategy and is used by most sellers or marketers. This is the impact of the increase in technology and the internet, thus making the internet a prospective market. One example of the benefits of digital marketing is to make it easier to analyze customer behavior and needs so that they match the targets to be achieved. The following are marketing strategies that were carried out digitally during the Covid-19 period according to Aris Ariyanto, et al [11]:

#### **a. Use of Digital Advertising**

Digital Advertising or Digital Ads is a form of marketing where marketing utilizes digital media advertising such as the internet which aims to reach targeted customers, with a wide and fast reach. The media that are commonly used today are Instagram, Facebook, Youtube, and so on.

#### **b. Use of Social Media**

As of now social media is a tool for business that is very efficient and effective. Business people don't need to bother offering goods door to door, this is a very appropriate step for MSME players because it doesn't require a lot of money to open a shop. The social media that are usually used are Facebook, Instagram, Tiktok, Whatsapp, Telegram, and so on.

#### **c. Utilization of Market Places**

Utilizing the marketplace certainly provides benefits for business people and MSMEs, such as increasing customer trust in business people, no longer afraid of being lied to, an extensive network that makes it known to many people. Market Place which is usually used by Shopee, Lazada, Tokopedia, and so on.

This theory is supported by the existence of MSME actors in Blora UMKM Village who agree to increase online sales with digital marketing because they believe that digital marketing can reach a wider range of consumers or tourists. Where the media that they often use to market their products are Facebook, Instagram, WhatsApp, and Shopee.

However, digital marketing also has a negative side, where it is not uncommon for sellers to become victims of fraud by consumers, for example, a buyer orders item x on social media and asks cash on delivery (COD) but when the seller arrives at the buyer's place there is no news, so to prevent things like that, MSME actors need to implement the right strategy so that it doesn't happen again.

### **2.2.3. Blora MSME Village**

According to <https://www.blorakab.go.id> [12], UKM activists in the Blora district promote processed products and crafts typical of the local area by creating UMKM Villages. This UMKM village was inaugurated on Friday, January 15, 2021, located at Jalan Gunung Lawu No. 100, Blora District. There are 26 stalls made of bamboo with natural decorations that can be used by tourists for photo spots which are expected to increase the attractiveness of tourists and the audience to visit and can increase the income of various products and crafts in Blora.

The connection with my title is that Blora UMKM Village is an interesting research object for me to research. Where when the author made field observations, the Blora UMKM Village actors did not want to rely solely on tourists who came, especially during a pandemic like now if you only rely on tourists who come, there is no income due to the lack of tourists. When conducting field observations, the author had the opportunity to meet with the initiator of the establishment of the Blora UMKM Village named Ms. Een Martini. She stated that what she was doing was the answer to the anxiety of UMKM actors and activists in Blora.

## **3. Method**

Writing this scientific paper using qualitative methods. As described by Semiawan [13] that qualitative methods are research methods that capture human thoughts with direct contact and open-minded humans who can understand and know something. This type of qualitative research was chosen because the object under study was a case study of Blora UMKM Village in utilizing digital marketing in marketing strategies to increase sales and attract tourists. Researchers studied observation techniques and review literature related to utilizing digital marketing as an efficient and effective marketing strategy to increase sales and tourists in Blora UMKM Village.

According to Coper in Creswell [14] stated that the purpose of a literature review is to provide information to readers regarding the results of other studies that are closely related to the research being conducted at that time, which contains reviews, summaries, and the author's thoughts on literary sources. While the selection of observation techniques as data collection is considered very accurate because according to KBBI it is explained that observation is a careful review.

## **4. Results and Discussion**

The Corona virus has stolen the attention of everyone in the world, including Indonesia. The presence of the Corona Virus has had an impact on various movements of life, including MSME business actors. This virus is seen as having slowed down the movement of businesses, because work that was previously done by interacting directly is now difficult to do due to restrictions on leaving the house.

Some business actors find it very difficult to achieve targets when the national economy is disrupted due to the Covid-19 virus. Apart from the difficulty in reaching targets, there has also been a decrease in market supply and demand as a result of the Corona Virus. Another impact is the inability of MSME players to increase sales figures, so the income they receive is not as desired. Thus, disrupting a financial balance of business units. In the worst situation, the business that has been run can go out of business as a result of business funds that have run out before a return on investment or growth.

In order for MSME business actors to survive during the pandemic, they must make decisions for business continuity, one of these important decisions is a decision in terms of marketing strategy. The marketing strategy that can be taken by business actors is in terms of combining marketing techniques. This decision can provide benefits for business units because this decision can have a direct impact on increasing sales volume, where this increase is expected for every MSME business actor who wants to maintain the continuity of his business during the current pandemic, therefore MSME business actors are highly demanded to be more innovative and creative in marketing and offering their products to the public.

The digital marketing strategy that has been carried out by Kampung UMKM Blora in maintaining its business during the Covid-19 pandemic is as follows:

#### **4.1. Digital Marketing Strategies Commonly Used by MSME Actors**

Social media is a medium that is easy to access and use by everyone without any time and distance restrictions as long as there is still an internet signal. In social media, people from all walks of life can interact with each other to exchange information and obtain information.

The rapid growth rate of MSMEs in Indonesia, especially in Blora Regency, has made the use of social media even higher. The use of social media by business actors is very diverse, one of which is for buying and selling transactions. The media that are widely used by business actors are online media such as Facebook, Instagram, websites, and marketplaces. The selection of the four media is a type of social media that is currently familiar and popular among tourists and of course added with easy operation.

According to Riadi Muchlisin [15]. The label is the part of the product that functions to be able to convey product and seller information. In addition, the label is not only a conveyer of information, but also functions as an advertisement and branding of a product.



Figure 1. Blora UMKM Village Label Social Media

##### **4.1.1. Instagram**

Instagram is an application that functions to share photos and videos that can be downloaded for all smartphone-based mobile phone users. This Instagram social media has a variety of features and views that have very attractive advantages for its users. This social media application is easy to use for MSME business actors who are members of the Blora UMKM Village to share photos and videos with their followers. Photos and videos can also be added with attractive product descriptions so that UMKM products in Blora UMKM Village can attract and be of wider interest to tourists. Then it is important to display hashtags, as a category marker for a photo or video so that it can be easily searched by the audience.



Figure 2. Display of the Blora UMKM Village Instagram front page

#### 4.1.2. Facebook

One of the modern posts in everyday life that we can see is social media in the form of Facebook. Nowadays, there are more and more users of this application, indicating that more and more people are starting to get to know cyberspace through social media or the internet. Almost all people, from old to young, have this Facebook social networking account. With this research activity it is easier for MSME actors who are members of the Blora UMKM Village to market their products via Facebook. With more interesting profile innovations and downloading product photos and videos that can make followers see and be interested in Blora UMKM Village products. So, it is expected that with social media in the form of Facebook, it can be known by the wider community and increase sales of this product.



Figure 3. Display of the Blora UMKM Village Facebook page

#### 4.1.3. Websites

The website is also an online platform that is also owned by the Blora UMKM Village. This website, which was built by the Blora government, provides broader information to the public regarding profiles and product content in Blora UMKM Village. This website is managed by the Blora Regency government and only provides information about the Blora UMKM Village. Buyers and sellers cannot carry out buying and selling activities through this website because product sales focus on consumers who come to visit.

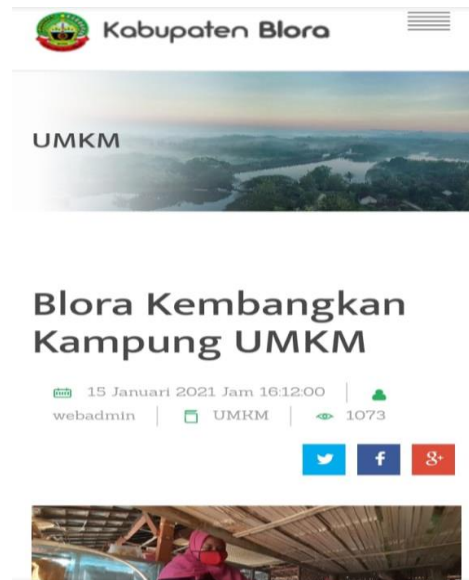


Figure 4. Display of the Blora UMKM Village Home Website

#### 4.1.4. Collaborating with Bank Jateng

Not only utilizing digital marketing in its marketing, the Blora district government also cooperates with Bank Jateng to build the existence of the Blora UMKM Village so that it can develop even more. The Regent of Blora really hopes that support from Bank Jateng for MSME actors can continue to be improved, both in terms of capital, training and others. Thus, the dream of creating new entrepreneurs from millennials can be realized. This is believed to be a source of pride for Blora Regency.

This was stated by Mr. Arief Nugroho as the Regent of Blora in a Chat Show with the Regent by the Blora diskominfo "This is one of the steps to support MSME development in Blora by cooperating with Bank Jateng, according to our tagline Sesarengan mBuild Blora. This will be an effective promotional medium as well."

#### 4.1.5. Organize events on Instagram

In the marketing strategy of Kampung UMKM Blora through Instagram, several approaches are made with customers and customersfollowersby holding events such as live acoustic broadcasts on Instagram for customers who can't come to see live and give away events. This aims to maintain good relations with customers and tourists so that they can provide positive feedback that can benefit businesses in Blora UMKM Village.



#### **4.1.6. Event Discounts on Social Media**

During a pandemic like now, the Blora UMKM Village also applies discounted prices or events on Instagram and on the Facebook marketplace so that it can attract consumers and be able to maintain business. The following are examples of discounts:

- a. A discount of 5% applies if the customer has made a purchase transaction of Rp. 30,000 for all types of products offered.
- b. A discount of 10% applies if the customer has made a purchase transaction of Rp. 50,000 for all types of products offered.
- c. Buy One get One
- d. The system crosses out the price, for example, for example, the original price of 50,000 is increased to 100,000, then 100,000 is crossed out and below it is given an explanation of 50,000, even though the price is indeed 50,000. usually this applies to Facebook, online food delivery, and Instagram.

#### **4.2. The obstacles faced by Blora UMKM Village in implementing digital marketing strategies so that they can survive in the midst of the Covid-19 pandemic**

A business unit must have experienced both small and large difficulties. This can be resolved with the existing management in the business unit. If the obstacles encountered cannot be resolved properly, then it can have a systemic impact on the growth and survival of businesses, including the Blora UMKM Village. As said by Mrs. Een as the pioneer in the establishment of the Blora UMKM Village, she stated that:

"Implementation of opening and closing hours for business premises and health programs during the Covid-19 pandemic in Blora was an obstacle felt by Blora MSME businesses, because it made local tourists prefer to shop online through online food delivery rather than visiting in person."

Mrs. Saleha as an SME business actor also feels the constraints: "From a financial standpoint, we really feel the decrease in turnover. Usually we can sell food products a day and can run out, but now the leftovers are then used to work around this. I also produce masks for the sidelines because currently masks are still popular with the public. Not only that, since Corona, which was previously crowded with offline visitors, has now decreased, and sometimes there are even fewer visitors."

From Mrs. Een's presentation it was explained that the obstacles faced by the Blora UMKM Village in implementing marketing strategies during the pandemic were the decrease in visiting tourists due to the implementation of health programs in Blora Regency and the financial side.

TimeThe author made observations that there were several business actors who still did not understand how to market their products on social media such as Instagram and Shopee because they did not understand the buying and selling system. So far, the income of Blora UMKM Village has only come from buying and selling activities carried out offline by business actors who are members of it. However, for now, the buying and selling conditions in Blora UMKM Village are gradually improving due to the declining number of Covid-19 patients in Blora, so that many local consumers have visited.

#### **4.3. Blora MSME Village Solutions Facing the COVID-19 Pandemic and Maintaining Business**

At a time like now it provides challenges and opportunities for MSME business actors to maintain their existence and maintain their business. Challenges can be interpreted, there is a need for short-term solutions for MSMEs. Opportunity means that short-term solutions need to be followed up with long-

term solutions, especially if they are linked to the digital era to support economic activity. Some of the solutions are as follows.

#### **4.3.1. Product innovation**

Product innovations are really needed during a pandemic like today, aiming so that customers don't get bored with business products and so they can survive this pandemic. One of them is that at this time the demand for cloth masks has greatly increased during the pandemic so that this can be an opportunity for MSME players to participate in producing the unique variations of masks desired by customers or the public. Making product innovations based on needs is one of the solutions to survive in the midst of a pandemic. Seeing this opportunity, one of the business actors who are members of the Blora UMKM Village, Ibu Saleha, also produces masks to increase her income. Even though she is not a mask manufacturer, she tries to be flexible with the current needs of society.

#### **4.3.2. Maximizing the use of Business Social Media**

The social distancing situation that is currently being implemented by the community is a form of effort to reduce the spread of the corona virus, so people flock to shop online through social media and e-commerce. Therefore, it is necessary to maximize business social media to introduce and offer products widely. To attract audience interest, it is necessary to modify social media accounts, starting from the account name, biographical information, content, captions, and hashtags, which need to be considered again to attract audience awareness and engagement. However, there seems to be a lack of interest from business actors who are members of the Blora UMKM Village to market their products on social media owned by the Blora UMKM Village. They tend to market their products independently.

#### **4.3.3. Maximize delivery services on the same day**

MSME businesses in online or online channels must be followed by the need for timely and fast delivery services. MSME business actors can take advantage of the same-day delivery service so that products can be received quickly by customers. For customers in the Blora Kota area who want to buy products from one of the business actors who are members of the Blora UMKM Village, they can be sent by COD (cash on delivery), and for those outside Blora Kota, they can be sent using an expedition service on the same day. It aims to get a positive impression in the hearts of customers, so that customers can repeat orders.

## **5. Conclusion**

Based on the results of observations, presentation of data and discussion of data, the writer can conclude regarding the digital marketing strategy of Kampung UMKM Blora in attracting tourists in the era of the Covid-19 pandemic, including:

- a. The digital marketing strategy that is commonly used by SMEs in Blora UMKM village is to attract tourists and visitors to SMEs who are members of the village. The MSME actors who joined chose to use social media that was easy to use such as Instagram, Facebook, website, WhatsApp, and Instagram because the application users came from all walks of life, from young people to the elderly, so that it was in accordance with the targets of MSME actors in Blora UMKM Village at this time. Not only that, the Blora UMKM Village also collaborates with Bank Jateng to help contribute in building and promoting the Blora UMKM Village so that it is better known by the wider community. In addition, there are events such as live acoustics every Saturday night, to attract more young people.

- b. The obstacle faced when doing digital marketing was the implementation of opening and closing hours during the pandemic which MSME players felt was detrimental because visitors in the Blora area preferred COD rather than coming in person. Not only that, there are several business actors who still don't understand how to market their products on social media such as Instagram and Shopee because they don't understand the buying and selling system.
- c. The solution for Kampung UMKM Blora to survive the pandemic is the first to make innovations such as product innovation and innovation in promoting business. Then the second is to develop the use of business social media to introduce products to a wider audience. Starting from the account name, biographical information, content, captions, and hashtags, you need to think about it to attract awareness and engagement. The last one is maximizing delivery services on the same day where it aims to get a positive impression on the customer's heart, so that customers can make repeat orders.

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