

## DAFTAR PUSTAKA

- Adhaghassani, Fakhriyan S. 2016. Strategi Bauran Pemasaran (Marketing Mix) 7P (Product, Price, Place, Promotion, People, Physical Evidence), di Cherryka Bakery. Universitas Negeri Yogyakarta, Fakultas Teknik : Yogyakarta.
- Bouwman, H., Nikou, S., & de Reuver, M. (2019). Digitalization, business models, and SMEs: How do business model innovation practices improve performance of digitalizing SMEs? *Telecommunications Policy*, 43(9). <https://doi.org/10.1016/j.telpol.2019.101828>
- Cahya, A. D., Aqdella, F. A., Jannah, A. Z., & Setyawati, H. (2021). *MEMANFAATKAN MARKETPLACE SEBAGAI MEDIA PROMOSI UNTUK MENINGKATKAN PENJUALAN DI TENGAH PANDEMI COVID-19*.
- Chaffey, Dave, Richard Mayer, Kevin Johnston dan Fiona Ellis-Chadwick, 2000, Internet Marketing: Strategy, Implementation And Practice, Pearson Education Limited, London, England.
- Clarence, C., Yulianti, Y., Halim, C., Sari, P. R., & Keni, K. (2021). DILEMATIS ANTARA PEMASARAN TRADISIONAL DENGAN PEMASARAN DIGITAL TERKAIT PERUBAHAN PERILAKU KONSUMEN: STUDI PADA MASA PANDEMI COVID-19. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(2), 362. <https://doi.org/10.24912/jmieb.v5i2.13237>
- Eliyani, C., Syamruddin, S., & Putranto, I. (2021). Faktor Pemasaran Dalam Pengelolaan UMKM di Tengah Pandemi Covid-19. *Jurnal Madani: Ilmu Pengetahuan, Teknologi, Dan Humaniora*, 4(2), 146–161. <https://doi.org/10.33753/madani.v4i2.177>
- Farajallah, H. (2019). *QUALITATIVE CASE STUDY: SUCCESSFUL AEROSPACE LEADERSHIP STRATEGIES FOR SUSTAINABILITY IN SUPPLY CHAIN MANAGEMENT*.
- Febriyantoro, M. T. and Arisandi, D. (2018) ‘Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean’, *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 1(2), pp. 61–76. [doi:10.26533/jmd.v1i2.175](https://doi.org/10.26533/jmd.v1i2.175).
- Gretz, R. T., & Basuroy, S. (2013). Why Quality May Not Always Win : The Impact of Product Generation Life Cycles on Quality and Network Effects

- in High-tech Markets. *Journal of Retailing*, 89(3), 281–300.  
<http://doi.org/10.1016/j.jretai.2013.05.002>
- Gretz, R. T., & Basuroy, S. (2013). Why Quality May Not Always Win : The Impact of Product Generation Life Cycles on Quality and Network Effects in High-tech Markets. *Journal of Retailing*, 89(3), 281–300.  
<http://doi.org/10.1016/j.jretai.2013.05.002>
- Gumilang, R. R. (2019) ‘Implementasi Digital Marketing Terhadap Peningkatan Penjualan Hasil Home Industri’, *Coopetition : Jurnal Ilmiah Manajemen*, 10(1), pp. 9–14. doi:10.32670/coopetition.v10i1.25.
- Gupta, R. (2019), “Changing sales, marketing, and customer engagement through technology in the hotel industry”, available at:  
<https://www.4hoteliers.com/features/article/13050> (accessed 13 December 2019).
- Hapsoro BB, Palupiningdyah, Slamet A. 2019. Peran Digital Marketing sebagai Upaya Peningkatan Omset Penjualan Bagi Klaster UMKM di Kota Semarang. *Abdimas23* (2), 117-120.
- Harini, C., Wulan, H. S., & Agustina, F. (n.d.). *UPAYA MENINGKATKAN VOLUME PENJUALAN MENGGUNAKAN DIGITAL MARKETING PADA UMKM KOTA SEMARANG*.
- Hendrawan, A., Suchayowati, H., Cahyandi, K., Rayendra, A., & Maritim Nusantara, A. (2019). PENGARUH MARKETING DIGITAL TERHADAP KINERJA PENJUALAN PRODUK UMKM ASTI GAURI DI KECAMATAN BANTARSARI CILACAP Program Doktor Ilmu Manajemen UNSOED. In *Jurnal Administrasi dan Kesekretarisan* (Vol. 4).
- Irfani, H., Yeni, F., & Wahyuni, R. (2020). PEMANFAATAN DIGITAL MARKETING SEBAGAI STRATEGI PEMASARAN PADA UKM DALAM MENGHADAPI ERA INDUSTRI 4.0. *JCES (Journal of Character Education Society)*, 3(3). <https://doi.org/10.31764/jces.v3i1.2799>
- Kapoor, R., & Kapoor, K. (2021). The transition from traditional to digital marketing: a study of the evolution of e-marketing in the Indian hotel industry. *Worldwide Hospitality and Tourism Themes*, 13(2), 199–213. <https://doi.org/10.1108/WHATT-10-2020-0124>
- Kaufman & Panni. 2017. *Socio-economic Perspectives on Consumer Engagement and Buying Behaviour*. IGI Global : USA.

- Kotler, P. and Keller, K. L. (2012) *Marketing Management*. Fourteenth Global Edition. 14th Ed, Pearson Education Limited. 14th Ed. Pearson Education Limited. doi:10.1017/cbo9781139174749.022.
- Madhani, P. (2010). Resource Based View (RBV) of Competitive Advantage: An Overview. ... *BASED VIEW: CONCEPTS AND PRACTICES*, Pankaj ..., March 2010. [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1578704](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1578704)
- Maryono, Ghozali, I., Kusumawardhani, A., Prabantarikso, R. M., & Basbeth, F. (2020). Entrepreneurial orientation in government-owned bank: Do they improve competitive advantage? *International Journal of Financial Research*, 11(2), 262–270. <https://doi.org/10.5430/ijfr.v11n2p262>
- Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro. *Technology in Society*, 63. <https://doi.org/10.1016/j.techsoc.2020.101425>
- Nursyirwan, V. I., Ardaninggar, S. S., Septiningrum, L. D., Gustiasari, D. R., Hasan, J. M., Akuntansi, S.-1, & Pamulang, U. (2019). PENINGKATAN VOLUME PENJUALAN MELALUI PELATIHAN MATERI DAN PRAKTIK DIGITAL MARKETING BAGI PARA PELAKU USAHA KECIL MIKRO-PERTANIAN KOTA DEPOK (UKM-P). In *ABDIMISI* (Vol. 1, Issue 1).
- Poazi, F., Tamunosiki-Amadi, J., & M Fems. (2017). The Resource-Base View of Organization and Innovation: Recognition of Significant Relationship in an Organization. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 11(3), 697–704. <https://www.waset.org/publications/10006806>
- Pradiani, T. (2018) ‘Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan’, *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, 11(2), pp. 46–53. doi: 10.32812/jibeka.v11i2.45.
- Qudus, N., Nirwana<sup>1</sup>, S., & Biduri, S. (n.d.). IMPLEMENTASI DIGITAL MARKETING PADA UMKM DI ERA REVOLUSI INDUSTRI 4.0 (STUDY PADA UMKM DI KABUPATEN SIDOARJO). *BALANCE: Economic, Business, Management, and Accounting Journal*, XVII(1).
- Rahayu, R. and Day, J. (2015) ‘Determinant Factors of E-commerce Adoption by SMEs in Developing Country: Evidence from Indonesia’, *Procedia - Social and Behavioral Sciences*, 195, pp. 142–150. doi: 10.1016/j.sbspro.2015.06.423.

- Ramadhani, A. P. (n.d.). *ANALISIS PENGETAHUAN PELAKU UMKM TERHADAP DIGITAL MARKETING*.  
<http://proceeding.iainkudus.ac.id/index.php/NCOINS/index>
- Rozinah, S., & Meiriki, D. A. (2020). Pemanfaatan Digital Marketing Pada Usaha Mikro Kecil dan Menengah (UMKM) di Kota Tangerang Selatan. In *Jurnal JDM* (Vol. 2, Issue 2).
- Sarwono, H. A. (2015). Profil Bisnis Usaha Mikro, Kecil Dan Menengah (Umk). Bank Indonesia Dan LPPI, 1–135.
- Setiawan, R., Arnando Pratama, R., Vicky F Sanjaya, D., Raden, U., & Lampung, I. (2021). *PENGARUH DIGITAL MARKETING TERHADAP PENINGKATAN LABA UMKM (STUDI KASUS : KECAMATAN ULUBELU KABUPATEN TANGGAMUS)* (Vol. 7, Issue 3).
- Sirclo. (2020). Jumlah Pengguna E-Commerce Indonesia Di Tahun 2020 Meningkat Pesat. Sirclo. <https://www.sirclo.com/jumlah-pengguna-e-commerce-indonesia-di-tahun-2020-meningkat-pesat>
- Sugiyono. (2018). Metode Penelitian Bisnis, Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D. Alfabeta.
- Sulaksono, J., & Zakaria, N. (2020). Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Desa Tales Kabupaten Kediri. In *Generation Journal* (Vol. 4, Issue 1).  
<https://www.slideshare.net/DataReportal/digital-2019-indonesia-january-2019->
- Turban, Efraim, R.Kelly Jr.Rainer dan Richard E.Potter, 2005, Introduction To Information Technology, 3rd Edition, John Wiley & Sons, Inc., New York.
- Wandanaya, A. B., Dewi, M. A., Sundari, P., Dosen, ), Teknik, J., Stmik, I., Tangerang, R., Com, W., Sistem, J., & Stmik, I. (n.d.). PEMANFAATAN E-COMMERCE SEBAGAI STRATEGI PENINGKATKAN PROMOSI BAGI UKM DI KOTA TANGERANG. In *Seminar Nasional Inovasi dan Teknologi*.