

The Effect of Digital Marketing Training on The Digital Marketing Skills of Orphanage Business Unit Managers in Surabaya

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Received 23 May 2024
Revised 16 January 2025
Accepted 31 January 2025

Abstract

Objective – This study aims to test the effect of digital marketing training on the digital marketing skills of orphanage business unit administrators in Surabaya.

Design/methodology/approach – Using a quantitative approach, this study applies an experimental design with a pre-test and post-test model on 25 respondents. The variables studied are digital marketing skills as measured by cost indicators, incentive programs, website design, and interactivity.

Findings – The results of the study showed a significant difference in the digital marketing skills of orphanage administrators before and after training. Digital marketing training has been shown to significantly improve participants' skills.

Research limitations/implications – This study was only conducted in Surabaya. Therefore, it is recommended to conduct further studies in the same context in other areas in Indonesia or other countries. The researcher also suggests exploring other variables that may affect digital marketing skills.

Practical implications – This study encourages orphanages to implement effective digital marketing training, so that they can increase financial independence through their business units. The importance of this training can be a reference for other orphanages in developing more modern marketing strategies.

Originality/value – This study provides new insights into the impact of digital marketing training in the context of orphanages, which is rarely discussed in the literature. The originality of this study lies in its focus on orphanage administrators and the digital marketing skills relevant to the sustainability of their business units.



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Jurnal Manajemen dan Inovasi
© Manova Publishing
DOI
<https://doi.org/10.15642/manova/v7i1.19>

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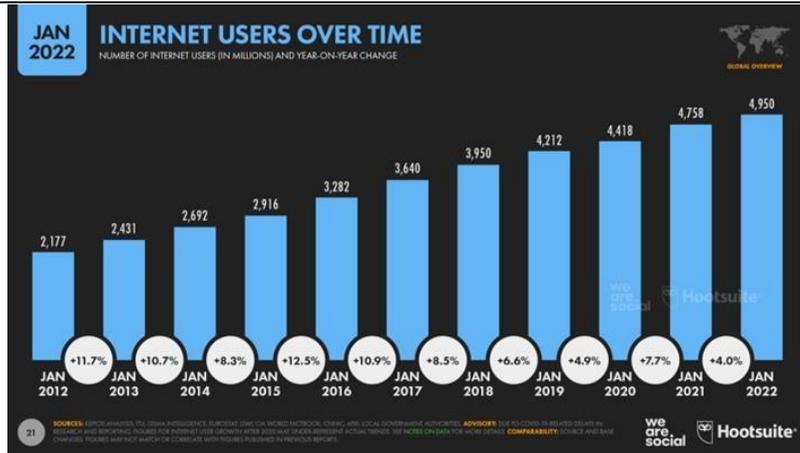
INTRODUCTION

In order to realize social justice for all Indonesian people in accordance with the 1945 Constitution of the Republic of Indonesia, the state has a responsibility to protect all Indonesian people and advance public welfare. The implementation of this responsibility can be carried out by the state by striving to organize social welfare in a planned, directed, and sustainable manner. The implementation of this social welfare can be realized through equal distribution of resources, so that socio-economic disparities in society can be reduced. Therefore, the state plays a role in facilitating and guaranteeing every citizen fairly to be able to realize social welfare for all citizens. In fact, the implementation of social welfare carried out by the government is currently not running optimally. This can be seen from the many social welfare problems. In accordance with Law Number 11 of 2009 concerning Social Welfare, there are four forms of social welfare implementation in Indonesia, one of which is social empowerment. Social empowerment is intended to empower individuals, families, groups and communities who experience social welfare problems so that they are able to meet their needs independently. The form of social empowerment that can be carried out in accordance with what is meant in Article 12 paragraph 3 of Law Number 11 of 2009 is skills training.

One of the community groups experiencing social welfare problems is abandoned children in orphanages. This is supported by the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 30/HUK/2011 concerning "National Standards for Child Care for Child Welfare Institutions", where Child Welfare Institutions such as orphanages play a role in meeting children's needs such as food, drinks, safe facilities, and education.

In managing orphanages, administrators rely on funds from donors and the government. However, in reality, the assistance provided by the government is not fixed, while needs continue to increase. The operational needs of orphanages, such as food, clothing, electricity, and so on are met from donor funds that are routine, non-routine, or incidental. Therefore, orphanages are very vulnerable to financial difficulties. From these conditions, orphanages must be able to manage finances well and find solutions to minimize funding shortages and be financially independent. One of the efforts that orphanages can make to achieve financial independence is to open a business unit.

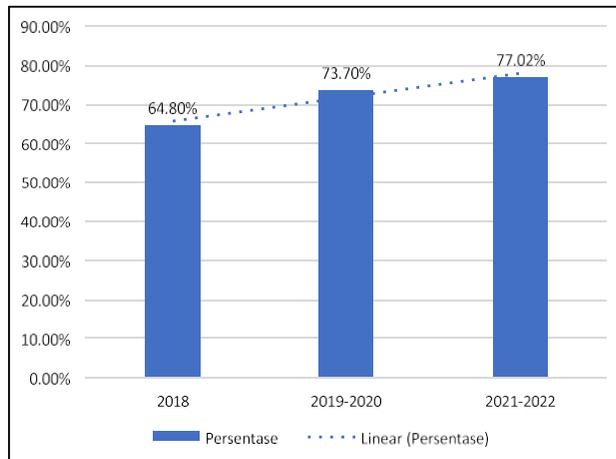
In business activities, marketing is a dynamic commercial activity, always changing according to the times. Along with technological advances, marketing strategies have also begun to change towards a more modern direction. Various small to large business practices take advantage of this progress to maintain their business. If previously promotions were only through traditional media such as newspapers, tabloids, magazines, radio, and television, now promotions can be done in a modern way using internet technology which is then known as digital marketing. The advantages of digital marketing are First, the target is more specific. Advertisements that appear on the internet can be set from day to hour. Also, you can set audience specifications according to consumer targets. Second, measurable. When placing ads on platforms such as Google Ads, Instagram Ads, or Facebook Ads, you can get a report on the performance of the ads you place. Such as, how many people have been reached and how effective the ads are. So, it can be evaluated and improved in the next strategy. Third, minimal costs. Implementing digital marketing does not mean not spending any money at all, but the costs incurred will generate greater revenue than traditional marketing. Digital marketing is more prospective because it allows potential customers to get all the information about the product and interact via the internet.



Source: We Are Social(2022)

Figure 1. GLOBAL INTERNET USER DATA 2012-2022

According to We Are Social data, global internet users have increased to 4.95 billion in early 2022, with internet penetration now reaching 62.5 percent of the world's total population. Over the past year, internet users have grown by 192 million (+4.0 percent) but due to ongoing restrictions on research and reporting due to Covid-19, the actual growth trend may be much higher than the figures shown.



Source: Indonesian Internet Service Providers Association (2022)

Figure 2. INTERNET USER DATA IN INDONESIA

Meanwhile, according to the results of a survey by APJII (Association of Indonesian Internet Service Providers) in 2021, the number of Indonesians connected to the internet was 210,026,769 people out of a total population of 272,682,600 people (77.02 percent). Compared to previous years, there has been an increase in internet penetration in Indonesia. For example, in 2018, penetration was at 64.80 percent which then continued to grow in 2019-2020 with internet penetration of 73.70 percent. In the same period, East Java was in second place in terms of internet penetration contribution, which was 10.93 percent. This means that the choice to utilize internet promotion is unavoidable for business people. By utilizing the internet as a promotional medium, it is hoped that promotion optimization can continue to be pursued, as a concrete form of business people in capturing opportunities from the fact that the

global and national internet penetration rate is increasing from year to year, hard work needs to be increased in ensuring marketing success, by continuing to strive for digital marketing training.

To realize marketing success, one indicator is to provide digital marketing training that must be carried out by business people. Business people are required to have digital marketing skills in promoting their products or services. Given the marketing trend in the world that has begun to shift, from what was originally traditional (offline) to modern (online), optimal digital marketing training is needed so that it will produce good digital marketing skills for business people.

According to the author, it is important to conduct a study of the orphanage business unit which in fact is still rarely touched by researchers. If the management or resources are given digital marketing training, of course they will have good digital marketing skills and be useful for marketing their products or services. Success in running a business unit in an orphanage will have an impact on financial independence. Thus, the author was motivated to conduct research on orphanages in Surabaya that have business units. The city of Surabaya was chosen because the output of this study is in line with the efforts of the city government to fully support MSMEs (Micro, Small and Medium Enterprises) and grocery stores in Surabaya. This form of support is carried out through the implementation of a people's economy, where all needs in the city of Surabaya are met by MSMEs. Including ASN (State Civil Apparatus) and elementary and junior high school students, their batik needs and uniforms are made by Surabaya MSMEs. Not only that, the Surabaya City Government also provides a forum for grocery store actors by utilizing a digital platform called e-Peken Surabaya. In this application there are around 500 grocery store traders who provide various basic needs. Therefore, this research deserves to be carried out as a real recommendation to all business units, especially orphanages in Indonesia.

THEORETICAL BACKGROUND AND RESEARCH MODEL

Researchers need to review several previous studies to ensure the authenticity of the research. The purpose of writing this previous research is for two things, namely: first, to prove that the research conducted by the author is important and a common problem both nationally and globally. Second, to show the novelty of the researcher with the differentiation between the elements and results carried out with other research. Therefore, there are two emphases in describing previous research, namely the importance of providing training to orphanages to achieve financial independence and examining the effect of digital marketing training on digital marketing skills.

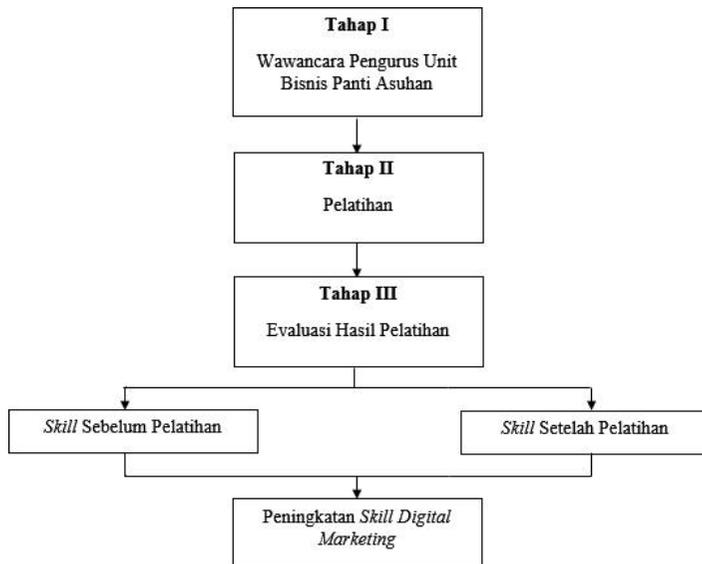
First, research by Gustami and Nafik H.R. uses a qualitative approach that sees that the Aisyiyah Babat Princess Orphanage can be said to be financially independent because the percentage of the capital source component 75 percent comes from the results of business management. And produced findings that good business and financial management will encourage the Orphanage to achieve financial independence. However, the study was limited to the Aisyiyah Babat Princess Orphanage. Therefore, the author perfected it by expanding the scope of the research so that it was possible to find various conditions of orphanage business units in Surabaya.

Second, research conducted by Ginting, et al. entitled the effect of outing team building training on skills among MBA students. This study aims to evaluate the effect of Outing Team Building Training (OTBT) on the development of soft skills of MBA (Master of Business Administration) students at the Bandung Institute of Technology. Using a qualitative approach, this study shows that training is a significant method for improving soft skills among MBA students. This study is interesting because it not only examines the effect of OTBT on the development of soft skills of ITB MBA students but also evaluates the effect. The recommendations given to future researchers are, 1) future researchers need to consider aspects of the time of announcement and training schedule, a clear understanding of the intent and purpose of the training, and activities or activities carried out during the training; and 2) evaluation methods that need to be modified, where future researchers need to include a control group to measure whether there is a significant difference between those who are trained and those who are not trained. The similarity with the author is proving that training has an effect on skills and designing training programs to develop soft skills. While the differentiating side lies in the object of study. Ginting, et al. studied MBA ITB students, while the author studied the administrators of orphanage business units in Surabaya. Third, research by Purnomo et al. which shows that there is a significant influence between

training and ability. The findings of this study are that there are several indicators of training that need to be considered so that training runs effectively, namely instructors, materials, training methods, training objectives and a supportive environment. The similarity of this study is to prove the effect of training on ability. The researcher uses a different quantitative approach from the author, namely experimental design.

Fourth, research by Purnomo which reveals that with digital marketing training and mentoring, digital marketing skills can be improved. The similarity of this study is providing training to the objects studied. Therefore, the author perfected it by increasing the number of participants.

Fifth, research by Rohmah and Aslihah uses a quantitative approach which proves that there is no influence between digital marketing training and independence. The similarity of this study is using a quantitative approach. Meanwhile, the difference is in the dependent variable studied. The researcher examines the influence of digital marketing training on independence, while the author examines the influence of digital marketing training on digital marketing skills.



Source: Researcher Design

Figure 3. RESEARCH THINKING FRAMEWORK

RESEARCH METHODS

In this study using experimental research type, the form of this research design is using Pre-Experiment Designs (nondesigns). This design is not yet said to be a real experiment, because there are still external variables that influence the formation of the dependent variable. So the results of the experiment which is the dependent variable are not solely influenced by the independent variable. This happens because there is no control variable, and the sample is not selected randomly. (Sugiono, 2014: 74). The form of Pre-Experiment Designs used in this study is One Group Pretest-Posttest Design, because there is only one experimental class and in this design there is a pre-test before being treated and a post-test after being treated. Thus the results of the treatment can be known more accurately, because it compares before being treated and after being treated. (Sugiono, 2014: 74). $O1 \times O2$

Description:

O1 = Pre-test value (before being treated)

O2 = Post-testvalue (before being treated)

X = Treatment given

This design only has one experimental group, where initially a pre-test will be carried out then a post-test treatment will be given and then its effect on the variables studied will be analyzed.

The population in this study was all orphanage business units in the city of Surabaya, which are countless. To determine an objective sample, orphanages that have business units were taken as samples selected randomly (random sample) so that the total sample was 25 orphanages. The sample was carried out comprehensively on all aspects of the data needed. Each orphanage sent 1 administrator to participate in this training. This study used a tool, namely SPSS 26.

Operational variables are variables operationally, practically, in real terms within the scope of the research object (Sugiyono 2012). The variables in this study are financial literacy, with the following indicators:

Table 1.
OPERATIONAL DEFINITION OF DIGITAL MARKETING VARIABLES

Indicator	Question
<i>Cost</i>	I have in-depth knowledge of digital marketing especially TikTok I know how to promote digital marketing using TikTok
<i>Incentive Program</i>	I know how to create an attractive program for digital marketing promotion through TikTok I have interesting programs that are the advantages in every digital marketing promotion that is carried out.
<i>Site Design</i>	I have knowledge on how to create digital media displays that can attract consumers. The appearance of the digital marketing media TikTok belonging to the orphanage business unit is very attractive.
<i>Interactive</i>	I have knowledge on how to provide information that is well received by consumers. In digital marketing, I build good relationships with consumers through TikTok.

Source: Researcher

ANALYSIS AND RESULTS

This study was conducted at 25 foundations or orphanages in Surabaya that have business units, such as shops, cooperatives, aqiqah, boarding houses, drinking water refill depots, mushroom cultivation, laundry, printing, car rental, and so on. The business units established by foundations/orphanages aim to train entrepreneurship of children from foundations or orphanages, as well as a form of economic independence so that the needs of foundations/orphanages can be met and not only rely on donors.

Table 2.
LIST OF SURABAYA ORPHANAGE BUSINESS UNITS

No	Business Units	Business Units
1	TOKO MINA	Yayasan Wachid Hasyim Surabaya.
2	KidsPreneur Center	Yayasan Al Madina Surabaya
3	Aqiqah	Yayasan Nurul Hayat
4	Percetakan, kantin	Yayasan 17 Agustus 1945 Surabaya
5	LBB	Yayasan Utsman Bin Affan

No	Business Units	Business Units
6	Penerbitan	Yayasan Al Kahfi Surabaya
7	Aqiqah	Yayasan Panti Asuhan Sabilillah Perum YKP
8	Jamu tradisional sinom dan beras kencur	Panti Asuhan Nyai Walidah
9	Dahlan Store	Panti Asuhan Muhammadiyah Kh. Achmad Dahlan
10	Koperasi	Yayasan Mahbubiyah Surabaya
11	Koperasi	Yayasan Rabbunallah
12	Kos-kosan	Panti Asuhan Assalafiyah Surabaya
13	Unit Aqiqoh dan Catering, Unit Percetakan, Unit Travel, Unit Development	Yayasan Yatim Mandiri
14	Toko roti	Yayasan Amanah Surabaya
15	SBL Media Printing, Aqiqah	Yayasan Panti Asuhan Sabilillah Surabaya
16	Budidaya Jamur	Yayasan Islamadina
17	Sewa garasi mobil, ISMA Aqiqah, ISMA Mart	Panti Asuhan Muhammadiyah Kenjeran
18	Depo isi ulang air minum "Moya Barokah"	Panti Asuhan Putri 'Aisyiyah II Surabaya
19	Koperasi Al- Jihad	Yayasan Al Jihad Surabaya
20	Kue kering, sembako	Panti pesantren Muhammadiyah KH Mas Mansyur Surabaya
21	PutriMu Laundry	Panti Asuhan At-Taqwa
22	Madu, aksesoris, konveksi, hidroponik sayur, tahu susu	Yayasan Bilyatimi Surabaya
23	Pertokoan, rental mobil	Payp 'Aisyiyah 1
24	Aksesoris Cell	Panti Asuhan Al Ikhsan Muhaimin
25	Aqiqah	Yayasan Jam'iyah Muslimat Az-Zahra: Panti Asuhan Az-Zahara Surabaya

Source: Researcher

From Table 2, it is known that there are 25 foundations/orphanages in Surabaya that have potential business units. To develop business units, the author has provided digital marketing training attended by the 25 foundations/orphanages. In the training held at the Faculty of Islamic Economics and Business, UIN Sunan Ampel Surabaya, the author provided a pre-test questionnaire to measure the level of knowledge of participants before being given material on digital marketing, then the author provided a post-test questionnaire to participants after the delivery of digital marketing material. The research data was obtained from 248 owners or managers of fostered MSMEs in Surabaya City with the characteristics

summarized in Table 2.

Table 3.
RESPONDENT DATA

Variable	Amount
<i>Gender</i>	
- Perempuan	7
- Laki-laki	18
<i>Age</i>	
- 17-19	4
- 20-22	8
- 23-25	4
- > 26	9
<i>Level of education</i>	
- S1	19
- D2/D3	2
- SMA/SMK	4
<i>Length of work</i>	
- 1-5 tahun	237
- 6-8 tahun	11
- > 9 tahun	0

Source: Processed Questionnaire Data, 2023

The results of the pre-test and post-test outer questionnaire tests used for validity and reliability testing are presented in Table 3.

Table 4.
OUTER MODEL PRE-TEST

Variabel/Indikator	r hitung Pre-Test	r hitung Post-Test	Cronbach's Alpha Pre-Test	Cronbach's Alpha Post-Test	Kesimpulan
Digital Marketing			0,783	0,783	Reliabel
- Cost (X1)	0,583	0,571			Valid
- Cost (X2)	0,821	0,582			Valid
- Incentive Program (X3)	0,848	0,582			Valid
- Incentive Program (X4)	0,731	0,763			Valid
- Site Design (X5)	0,819	0,464			Valid
- Site Design (X6)	0,668	0,726			Valid
- Interactive (X7)	0,573	0,666			Valid
- Interactive (X8)	0,737	0,694			Valid

Source: Processing Results, 2023

Table 5.
DIFFERENCE TEST RESULTS

		Levene's Test for Equality of Variances	t-test for Equality of Means	
		F	Sig.	T
Value	Equal variances assumed	7.214	0,010	-5.813
	Equal variances not assumed			-5.813

Source: SPSS 26

Based on the paired T-Test or T difference test in table 15 using two-way analysis of variance (two-way anova) obtained a Sig. (2-tailed) value of 0.000 < 0.05, which means there is a significant difference before and after receiving digital marketing training. The results of the difference test with the T Test, show that with the digital marketing training, the knowledge of the foundation/orphanage administrators has changed and when viewed from the descriptive data the difference is positive or increasing.

DISCUSSION

Digital Marketing Knowledge of Foundation/Orphanage Administrators before Receiving Training

Based on the results of observations made by researchers that according to respondents there are many challenges that must be faced such as lack of knowledge on how to use social media and good use of digital marketing in entrepreneurship which is the most common problem for business actors to start their business, so that virtual business actors need to improve their skills in order to face increasingly tight competition. With digital marketing, it can be an opportunity for entrepreneurs to get customer attention. Digital marketing as the use of digital technology to create integrated, purposeful and measurable interactions to get and retain customers while creating closer relationships between customers and business owners. This really requires the ability to use technology so that entrepreneurs must have entrepreneurial skills, especially in the ability to use digital marketing. As an effort to support economic policies and technological advances, quality and innovative human resources are needed who have entrepreneurial skills in the current era of digital society 5.0. Business competition will become tighter. Because more and more companies are emerging, competition will become tighter, especially companies that have the same business processes, marketplaces and marketing targets. Marketing and advertising will grow and be more creative. Because the era of society 5.0 is an era of digital transformation that will facilitate product marketing and advertising so that it grows and is more creative and will attract consumer interest. Business partnerships will be increasingly wide open. The use of the internet will open access to cross-border between countries, so that opportunities for business partnerships will be wide open, not limited to one country but can reach the international world. The digital marketing skills of orphanage business unit administrators in Surabaya before receiving training, on average were at a value of 100, which means that the digital marketing skills of orphanage business unit administrators were at a low level. Meanwhile, the demands of the current era, lead to all entrepreneurs must be able to adapt to technology. The Indonesian Ministry of Communication and Information specifically targets Indonesia's economic vision 2020, namely "The Digital Energy of Asia" with a target growth of e-commerce transactions of USD 130 billion". This is in line with the idea in this scientific work, that there is a need for innovation in the entrepreneurial process through digital marketing which will make it easier for young entrepreneurs to promote their business goods. This is in line with research conducted by Katadata Insight Center conducted in 2020. As many as 34.6% of MSME respondents admitted to choosing to switch from offline to online marketing systems as a way to recover from the crisis amid the Covid-19 pandemic. This is the most popular and very realistic choice at this time. Information technology is used for marketing, access to capital, production processes and communication with customers during and after the pandemic.

Differences in Digital Marketing Knowledge of Foundation/Orphanage Administrators before Receiving Training

The author has conducted a paired T-Test in table 4.15 which obtained a sign result of 0.00 or less than 0.05, meaning that there is a significant difference in the knowledge of foundation/orphanage administrators after receiving training on digital marketing. This study is in line with previous studies which showed that there was an increase in the ability of MSME community members in understanding and using digital marketing after training was held.

When viewed from the comparison of pre-test and post-test values, there was a difference in the results before and after being given digital marketing training. This study is in line with previous studies which said that with digital marketing training, it will provide knowledge and resilience to business units. This knowledge will encourage business actors to prepare good marketing strategies so they can increase business profits.

The existence of this training shows the difference in participants' knowledge before and after digital marketing training, meaning that the digital marketing training process has a positive impact on the knowledge and abilities of digital marketing participants. Therefore, the foundation/orphanage should provide competency skills about digital marketing on an ongoing basis or business development that can benefit the foundation/orphanage and its members. This can increase the competitiveness of the foundation/orphanage and prepare the children in the orphanage to develop themselves to become entrepreneurs who understand digital marketing in order to keep up with the times. In addition, digital marketing training can be useful as a provision for the foundation/orphanage's ability towards economic independence so that it does not only depend on donors.

If the foundation/orphanage starts exploring the marketing business via the internet, it will find the fact that the reach of digital marketing will be wider so that it will be faster to find customers from a global approach and more specific groups and wider appeal than when doing business manually. Therefore, many business actors have started implementing digital marketing because marketing costs are cheaper than using advertising through mass media such as television, radio or others. The implementation of digital marketing must continue to be updated so that consumers are interested in buying these products/services.

CONCLUSION

Based on the discussion in the previous chapter, the conclusions of this study are: 1) The digital marketing knowledge of the administrators of foundations/orphanages before receiving training is quite low. Therefore, the foundation/orphanage should provide support in the form of education and business development that can benefit the foundation/orphanage and its members; and 2) There is a significant difference in the digital marketing skills of the administrators of the orphanage business unit before and after receiving training. There was an increase in digital marketing skills as reflected in the results of the pre-test and post-test, after being given digital marketing training.

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