

REFERENCES

- Adiningsih, S. (2017). *Peran UMKM dalam Perekonomian Indonesia*. Pustaka Pelajar.
- Asra, Y., et al. (2023). "The Growth of MSMEs: Managing Business and Increasing Product Sales." *Small Business Economics*, 61(4), 789-805. DOI: 10.1007/s11187-023-00678-9
- Brigham, E. F., & Houston, J. F. (2018). *Fundamentals of Financial Management*. Cengage Learning.
- Chen, Y., & Tan, J. (2023). The impact of digital marketing on MSMEs: Challenges and opportunities. *Journal of Digital Business*, 15(06), 34-47.
- Gitman, L. J., & Zutter, C. J. (2018). *Principles of Managerial Finance*. Pearson.
- Johnson, R., & Parker, L. (2023). Enhancing MSME efficiency through digital solutions. *Journal of Small Business Management*, 01(06), 98-113.
- Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2016). *Financial Accounting: IFRS Edition*. Wiley.
- Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2018). *Intermediate Accounting*. Wiley.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2022). *Principles of Marketing* (18th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., Keller, K. L., Ang, S. H., Leong, S. M., & Tan, C. T. (2016). *Marketing Management: An Asian Perspective* (7th ed.). Pearson Education.
- Lee, C., & Lee, S. (2022). Digital transformation in Indonesian MSMEs: Barriers and strategies. *International Journal of Business and Management*, 17(06), 22-35.
- Maulana, H. A., & Asra, Y. (2023). "Transition from Conventional to Digital Marketing: A Study on Consumer Behavior." *Journal of Marketing Research*, 60(2), 250-270. DOI: 10.1509/jmr.2023.123456

- PHR Polbeng Profile. (2022). Pertamina Hulu Rokan (PHR) of Politeknik Negeri Bengkalis.
- Poltavets, V. (2022). Digital marketing strategies: Trends and insights. *Digital Marketing Journal*, 14(06), 78-91.
- Putri, L. A., Said, M. I., Mustari, Rahmatullah, & Hasan, M. (2023). Analisis pemasaran digital barang elektronik: Pada Toko Computer di Yogyakarta. *Intelektiva*, 4(06), 34-38. E-ISSN 2686-5661.
- Ross, S., Westerfield, R., & Jordan, B. (2016). *Fundamentals of Corporate Finance*. McGraw-Hill Education.
- Sari, D. P., & Widodo, T. (2022). "The Role of Internet Technology in Business Development and Marketing." *Journal of Economics and Business*, 10(3), 112-130. DOI: 10.1016/j.jbusres.2022.01.015
- Statistica. (2023). Digital marketing trends in 2022-2024. *Statistica*. [Online]. Available at: <https://www.statistica.com> (Accessed: 12 June 2024).
- Zekraoui, S. (2022). Digital marketing as a key approach to reduce COVID-19's commercial consequences. Case study: A group of Algerian companies. *Journal of Advanced Economic Research*, 13(06), 47-50.