

REFERENCES

- Agusven, T., Fauzar, S., Kusumah, S., Warisman, L., Yuanita, A., Sulastri, S., ... & Pradana, Y. T. (2023). Pemanfaatan Digital Marketing Bagi Umkm Di Desa Penaga. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 4(2), 4149-4152.
- Asra, Y., Maulana, H. A., & Adam, A. (2023). The Infulence of Online Marketing on Increasing Sales and Brand Awareness of MSME Product. *Inovbiz: Jurnal Inovasi Bisnis Seri Manajemen, Investasi dan Kewirausahaan*, 3(2), 255-258.
- Ayesha, I., Pratama, I. W. A., Hasan, S., Effendi, N. I., Yusnanto, T., Diwyarthi, N. D. M. S., ... & Egim, A. S. (2022). Digital Marketing.
- Chitroda, J., & Patel, P. (2020). A study of the impact of product packaging on consumer purchasing behavior. *International Journal of New Research in Marketing Management and Economics*, 7(1), 74-82.
- Darmawan, A. (2019). Enhancing the role of business incubators as catalysts for entrepreneurial creation in Asia Pacific: A macroeconomic review. *Equity: Journal of Economics*, 7(1), 1-12.
- Ervina, E., Lamusa, A., & Nurmedika, N. (2022). Marketing Strategy for Cassava Chips Products at Darmatian Product Home Industry in Palu City. *Journal of Agribusiness Development*, 1(1), 8-18.
- Fitrianna, H., & Aurinawati, D. (2020). The Effect of Digital Marketing in Increasing Brand Awareness and Brand Image on Purchasing Decisions for Monggo Chocolate Products in Yogyakarta. *INOBI: Indonesian Journal of Business Innovation and Management*, 3(3), 409-418.
- Hasan, S. 3.5. 2. (2021). Benefits of Digital Marketing. *Digital Marketing Marketing*, 29.
- Lutfiani, N., Rahardja, U., & Manik, I. S. P. (2020). Peran inkubator bisnis dalam membangun startup pada perguruan tinggi. *J. Penelitian Ekon. dan Bisnis*, 5(1), 77-89.
- Maulana, H. A., & Asra, Y. (2022). Efektivitas digital marketing sebagai integrated marketing communication pada umkm binaan pt. Pertamina hulu rokan. In *Prosiding Seminar Nasional Terapan Riset Inovatif (SENTRINOV)* (Vol. 8, No. 2, pp. 146-152).

- Megasari, M., & Pratama, D. R. (2024). Pengaruh Pemasaran Digital dan Kualitas Produk Terhadap Kepuasan Konsumen Perempuan di Kota Metro. *Global Leadership Organizational Research in Management*, 2(3), 105-119.
- Pangestu, A., & Setyawati, H. A. (2023). Pengaruh Brand Awareness, Product Quality, dan Desain Product Terhadap Keputusan Pembelian Sepatu Lokal Pride Merek Compass: Studi pada Masyarakat di Kebumen. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 5(6), 643-654.
- Pratama, I. W. A., Diwyarthi, N. D. M. S., Manurung, H. H. P., Utami, R., Prasetyo, H. J. T., Muyana, I. K. E., ... & Manurung, H. (2022). Manajemen Pemasaran di Era 4.0.
- Rauf, A. (2021). Definition of digital marketing. *Digital Marketing: Concepts and Strategies*, 1(2).
- Rizqa arimurti, s. E., raflah, w. J., & dev, m. E. (2023). Pengaruh inovasi produk, kualitas produk, dan brand awareness terhadap keputusan pembelian produk-produk umkm bumdesa kuala alam bandar jaya. In *prosiding seminar nasional terapan riset inovatif (sentrinov)* (vol. 9, no. 2, pp. 119-128).
- Rosario, A. M. F. T., & Cruz, R. N. (2019). Determinants of innovation in digital marketing. *Journal of Reviews on Global Economics*, 8(1), 1722-1731.
- Veleva, S. S., & Tsvetanova, A. I. (2020, September). Characteristics of the digital marketing advantages and disadvantages. In *IOP Conference Series: Materials Science and Engineering* (Vol. 940, No. 1, p. 012065). IOP Publishing.