

REFERENCES

- Abul Khair, M., & Poranki, K. R. (2023). Adoption of Digital Marketing Practices for Promotion of MSMES During the COVID-19 Pandemic – INDIAN Perspective. *International Journal of Business Research*, 8(06), 200-215.
- Anindhita,W., Abdillah, F., & Rahmawati, D. (2022). Business Promotion Innovation Through Media Digital as a Marketing Communication for MSMEs. *Journal of Media and Communication Studies*, 14(06), 220-235.
- Brigham, E. F., & Houston, J. F. (2019). *Fundamentals of Financial Management* (14th ed.). Cengage Learning.
- Central Bureau of Statistics. (2021). *Economic Impact of MSMEs*. Jakarta: Central Bureau of Statistics.
- Fauzi, A., & Sheng, T. (2020). The Role of Information and Communication Technology in the Development of MSMEs in Indonesia. *Journal of Technology and Small Business*, 13(06), 134-149.
- Firmansyah, F., & et al. (2019). The Role of MSMEs in the Indonesian Economy. *Journal of Indonesian Economic Studies*, 16(06), 45-58.
- Gunawan, A. (2021). Understanding Consumer Behavior. *Journal of Consumer Research*, 15(06), 34-45.
- Kartajaya, H., & Sutawijaya, M. (2022). *Market and Market Segmentation*. Jakarta: Gramedia Pustaka Utama.
- Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2020). *Intermediate Accounting* (16th ed.). Wiley.
- Kim, A., & Arnold, C. (2014). *Digital Marketing for Dummies*. John Wiley & Sons.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2023). *Marketing Management* (16th ed.). Harlow: Pearson Education.
- Lestari, S., Nugroho MSMEs in the VUCA ERA (Volatility, Uncertainty, Complexity, and Ambiguity): Case Study of Snacks MSMEs "The Kriuk". *Journal of Digital Business*, 12(06), 87-98, A., & Wulandari, D. (2022). Digital Marketing Strategy for.
- M. Syafii Maarif. (2014). *Challenges and Opportunities in the Era of Globalization*. Jakarta: Erlangga.

Pertamina Hulu Rokan. (2022). *Digital Marketing Assistance Program for MSMEs*. Retrieved from <https://phr.pertamina.com/digital-marketing-assistance> (accessed:13 june 2024)

Politeknik Negeri Bengkalis. (2023). *Case Study on Digital Marketing Assistance for Tiga Saudara MSMEs*. Bengkalis: Politeknik Negeri Bengkalis.

Republic of Indonesia. (2008). Law No. 20/2008 on Micro, Small, and Medium Enterprises. Jakarta: *Government of Indonesia*.

Sava, A. V. (2022). Espleret and Dawet: Supporting the Continuity of UMKM through Promotion and Development. *Indonesian Journal of Economic Studies*, 10(06), 150-165.

Syahbudi, M., Ramadhani, S., & Barus, E. E. (2023). Indonesia's Creative Economy 2025: The Creative Industry Strategy for MSME Competitiveness Through International Market Soar Analysis. *Journal of Creative Economy*, 13(06), 110-125.

Yuliana, A. S., Pratama, R., & Wijaya, T. (2023). Development strategy for optimizing digital marketing in umkm bitter melon chips "alifah"mojotengah village jombang district. *Journal of Small Business Development*, 13(06), 140-155