

Analysis of Marketing Strategy in Increasing the Sales of MSME Products of Ikat Mulya Woven Fabric Bandar Lor Kediri

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Abstract

Research Objectives: This study aims to identify and analyze marketing strategies in increasing sales in MSMEs of Ikat Mulya Woven Fabric Bandar Lor Kediri.

Design/Method/Approach: Using descriptive qualitative research methods, data collected through interviews, observation and analysis of documents related to the research. The source of this data comes from the marketing strategy process, while the object of the research is the MSMEs of Ikat Mulya Woven Fabric Bandar Lor Kediri.

Research Findings: The findings in this study reveal the effectiveness of the marketing strategy owned by MSMEs in increasing sales of Mulya Ikat Woven Fabric products.

Theoretical/Originality contribution: The contribution of this research lies in the disclosure of a combination of digital and conventional marketing strategies for MSMEs in the creative industry sector.

Practitioner/Policy Implications: The results of this study provide guidance for MSME actors to utilize a combination of digital marketing strategies such as Instagram Ads and conventional strategies such as word of mouth to increase sales.

Research limitations: The study was limited to the analysis of a single MSME in a specific geographical location and used a qualitative approach that did not allow for extensive generalization of results.

Keywords: Marketing strategy, sales increase, MSMEs Ikat Mulya Woven Fabric Bandar Lor Kediri.

1. Introduction

MSMEs are a business entity that has an important role in the economic growth of a country. The MSME sector helps absorb labor that cannot be employed in formal industries. The development of MSME businesses provides opportunities to get jobs and income, and the high absorption of labor shows the strategic role of MSMEs in reducing poverty and unemployment [1]. According to the report published through (JawaPos.com), the micro, small and medium enterprises (MSMEs) sector is an important contributor in contributing output to the total value of products and services produced by a country over a certain period of time during 2019, the MSME sector plays a role by contributing 60% to GDP and participating in exports of 14%. With the passage of time, the role of MSMEs has increased significantly as a supporter of domestic economic growth. The MSME sector has great potential, but obstacles

are still experienced by MSMEs internally and externally. Meanwhile, there are various external barriers that may be faced, such as business competition, difficulties in marketing products and services, limited market access, limited infrastructure, and unfavorable climatic conditions.

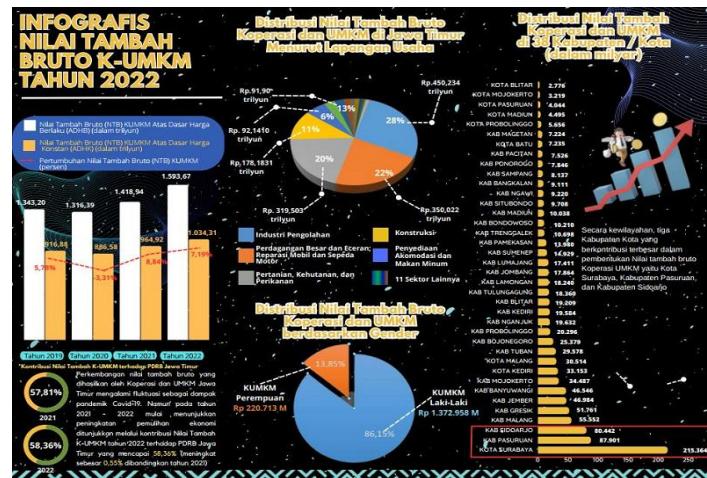


Figure 1.1 Development of East Java MSME Products

Source : One Data-East Java Cooperatives and SMEs Office

The Bandar Lor ikat weaving production center in Kediri is known as a well-known weaving production center in Kediri and its surroundings. This place has become one of the popular educational tourist destinations in Kediri City, visited by domestic and foreign tourists [2]. The uniqueness of Kediri woven fabric is that there is a thread dyeing process with a special color paint of the fabric before the weaving process is carried out. In addition, the ikat weaving industry center in Bandar Lor also produces various kinds of knick-knacks made of woven fabrics such as clothes, bags, shawls, and fashion accessories. One of the motifs that is often used in making woven fabrics is the ikat motif [3]. The ikat weaving craft industry is located in Kediri City, Mojoroto, Bandar Lor. The people of Bandar Lor and the Kediri City government are working together in an effort to develop Kediri ikat weaving, by compiling motifs, colors, and establishing MSMEs in the ikat weaving industry and continue to strive so that it can develop.



Figure 1.2 Ikat Woven Fabric

Source : antaranews.com

A strategy is a large set that explains how a strategy should be done. The organization must run efficiently to achieve the set goals, the strategy is also the power of creativity and innovation as well as the way to achieve the goals that have been set by the company's leadership, while the focus of marketing is maintained through the company's manager [4]. Marketing is about taking care of customers and building strong bonds with customers as compensation, marketing includes all systems related to goals from planning to marketing in order to set prices effectively. Distributing products and services that can meet the actual needs of consumers, both potential and opportunity [5]. The marketing strategy of Ikat Mulya Woven Fabric MSMEs is through social media, Instagram and *word of mouth*. What makes these MSMEs known by many people, besides that the marketing strategy of Mulya woven fabric MSMEs also often participates in bazaar events held by the Kediri City government.

Mulya Ikat Weaving is one of the MSMEs located in Bandar Lor Village, Majoroto District, Kediri City, which produces ikat woven fabrics with various motifs. Mulya Woven was established in September 2016. The purpose of this establishment is the desire to restore the glory of the Traditional Weaving Industry that once existed in Bandar Village so that the skilled workforce that has been lost so far can be revived. The name "Mulya" is taken from the name "Mulyadi" who was one of the sarong-weaving craftsmen in the 1950s-1970s. To commemorate his services as an inspiration, there is a desire to revive weaving in Bandar Lor village.

"Mulya" Ikat Woven Fabric MSMEs are experiencing very superior growth because the resource management and strategies implemented can compete with other companies operating in the same sector. "Mulya" Ikat Woven Fabric MSMEs carry out various methods to ensure consumer satisfaction, including improving product marketing strategies. "Mulya" Ikat Woven Fabric MSMEs strive to always provide woven fabrics and also pay attention to their quality and offer charcoal at a price that does not exceed the consumer's ability or provide similar products at a more affordable price because the price is influenced by the consumer's ability. Products sold at "Mulya" Ikat Woven Fabric MSMEs not only need good communication and service, but also need good business actors, besides that a product or service must also provide good quality, price, and availability to customers. Nowadays, business actors need various methods to promote their businesses to increase sales of goods and services.

Based on the observations of researchers and the phenomenon that occurs in "Mulya" Ikat Woven Fabric MSMEs located in the Bandar Lor Village area, Kediri City, there is fierce competition for woven fabric products which is limited to products marketed in the form of sample units that are directly observed by buyers or consumers. Where consumers mostly feel disappointed because the woven fabric used as an example of a visible unit has limited availability, so they have to place an order in advance for a fairly long time. So that consumers make comparisons with other sellers of woven fabrics.

Sales of ikat mulya woven fabrics declined in 2021 due to the emergence of the Covid-19 outbreak which caused sales turnover to decline. In 2022 and 2023, sales of mulya ikat woven fabrics have increased every year. The increase in sales was obtained from the marketing strategy owned by the MSMEs of ikat mulya woven fabrics which made their sales turnover increase.

Based on the phenomenon that occurs, researchers are interested in conducting research on marketing strategies that are carried out effectively and appropriately, so that consumers

will not think long and hard in carrying out purchases. So that consumers will continue to buy woven fabric products at the "Mulya" Ikat Woven Fabric MSMEs and do not make purchase decisions at other woven fabric stores. Therefore, a study entitled "Analysis of Marketing Strategies in Increasing Product Sales in MSMEs of Ikat Mulya Woven Fabric Bandar Lor Kediri" will be conducted.

1.1. Problem Statement

The problem taken in this study is the elements to find out what marketing strategies are and the most effective in Ikat Mulya Woven Fabric MSMEs in an effort to increase sales of woven fabrics and then to what extent the marketing strategies implemented by Ikat Mulya Woven Fabric MSMEs have an impact on increasing sales.

1.2 Research Objectives

This study aims to identify and analyze marketing strategies that can be applied by MSMEs of Bandar Lor Mulya Mulya Woven Fabric to increase product sales. In addition, this research also aims to uncover the most effective strategies in promoting products in order to reach a wider target market and increase sales turnover.

2. Methods

This study uses marketing strategy analysis with a descriptive qualitative method because the researcher wants to describe the circumstances that will be observed in the field more specifically and in depth. Starting from the collection of primary data and secondary data. The primary data in this study is direct interviews with the owner or right hand of the mulya ikat weaving MSMEs. Meanwhile, secondary data sources are obtained from documents in the form of images, books, and audio interviews or interview transcripts owned by primary data sources related to marketing strategies in MSMEs.

The research in this study acts as the main instrument that collects data by means of interviews, observations, and documentation. The presence of researchers at the research site of the Ikat Mulya Woven Fabric MSMEs in Bandar Lor Kediri allows direct observation of marketing activities and interaction with consumers. Researchers also build good relationships with informants to obtain in-depth and accurate information, ensuring the validity and credibility of the data obtained.

In this study, triangulation techniques were used to increase the validity of the data. The researcher combined three data collection techniques, namely interviews, observations, and document analysis. Interviews are conducted with key informants to dig into the information of the marketing strategies implemented. Observation is used to directly understand the implementation of the strategy in the field. Meanwhile, document analysis includes the examination of marketing documents and MSME financial statements. This combination helps reduce bias and ensure that the data obtained is more comprehensive and in-depth. With the theory of triangulation technique, the results obtained in the research will be supported by existing theories [6].

Selection of Informants:

1. Relevance

The selected informant has a direct relationship with the Ikat Mulya Woven Fabric MSMEs.

2. Recommendation

Informants are selected based on the recommendations of parties directly involved with MSMEs.

3. Report

Ensure good relations with informants through a friendly approach and provide an understanding of the purpose of the research so that informants feel comfortable sharing information.

4. Readiness

The selected informant has been confirmed to have the time and willingness to be interviewed.

5. Reassurance

Informants are able to provide relevant and correct information according to their experience in MSME operations and marketing strategies, so that the data obtained has high validity. [7]

The criteria for respondents in this study explain the characteristics and data of the 2 resource persons as follows:

Table 1. Respondent Criteria

Name	Age	Part	Role
Goddess	25 Years	Admin of the MSME gallery of Ikat Ikat Mulya	Daily operations and customer interactions
Mother Teresa	54 Years	The Man in Charge of the Glorious Collection of Fine Fabrics	Responsible for strategic decision-making and gallery management.

Source : Observation Data December 16, 2024

Based on the criteria above, the respondents were able to provide in-depth data that supported descriptive qualitative research. Dewi, as a 25-year-old gallery admin, plays a role in daily operations and direct interaction with customers, so she has deep insight into consumer needs and the effectiveness of daily marketing activities. Meanwhile, Ms. Naning, as the 54-year-old person in charge of the gallery, is responsible for strategic decision-making and gallery management. His experience and responsibilities provide a broad perspective on business vision, marketing strategy development, and challenges faced in managing the gallery as a whole. The combination of the roles of the two covers operational to strategic aspects, making them a comprehensive and relevant source of information for this research. Data analysis was carried out through reduction, presentation, and conclusion drawing in accordance with the qualitative approach used in this study.

The data analysis in this study was carried out through several systematic stages in accordance with the descriptive qualitative approach used. After primary data is collected through in-depth interviews with owners or representatives of Ikat Mulya Woven Fabric MSMEs, as well as secondary data from observation and analysis of related documents, the next step is data analysis. This process begins with data reduction, which is the process of selecting, focusing, simplifying, and abstracting rough data obtained from field notes and interview transcripts. The data that has been reduced is then presented narratively and in the form of tables to facilitate understanding and identifying patterns related to the marketing strategies applied. The next

stage is conclusion drawn, in which the researcher interprets the data that has been presented to identify key themes, the relationships between variables, and the meaning of the research findings related to the effectiveness of marketing strategies in increasing sales. To maintain the validity and credibility of the findings, this study applies a triangulation technique, namely by comparing and re-checking data obtained from various sources (interviews, observations, and documents). The analysis is focused on identifying the most effective online and offline marketing strategies and how they contribute to increasing product sales in Ikat Mulya Woven Fabric MSMEs. The final result of this analysis is an in-depth description of the marketing strategies that have been successfully implemented and their impact on increasing MSME sales

3. Results and Discussion

3.1 Results

Mulya Weaving or also known as Bandar Lor Mulya ikat weaving, was established in September 2016. The purpose of this establishment is the desire to restore the glory of the Traditional Weaving Industry that once existed in Bandar Village so that the skilled workforce that has been lost so far can be revived. The name "Mulya" is taken from the name "Mulyadi" who was one of the sarong-weaving craftsmen in the 1950s-1970s. To commemorate his services as an inspiration, there is a desire to revive weaving in Bandar Lor village.

To obtain data on marketing strategies in increasing product sales, interviews were conducted with 2 resource persons in the MSME gallery of Ikat Mulya Woven Fabrics, namely from the admin and the person in charge of the gallery. Here are some questions that can be asked along with the results of the interview in Table 2:

Table 2. Interview with the admin and person in charge of the MSME gallery of Ikat Mulya Woven Fabric

Yes	Question	Results (Admin)	Results (PJ)	Conclusion
1.	What are the marketing or promotional strategies owned by Ikat Mulya Woven Fabric MSMEs?	Marketing strategies are offline and online, if offline, they usually participate like bazaar events, if online through social media such as Instagram, tiktok, facebook, tokopedia, shopee.	We are online and offline	Ikat Mulya woven fabric MSMEs have online and offline marketing strategies
2.	Is it more about online or offline media?	It's the same, because if it's offline, people can see it directly like a marketplace, you can see the fabric of the product directly if it's online, it's more like adding followers to reach more people from outside the region.	We are 50% 50% yes because if it is offline, we can meet face-to-face with buyers and we also rely on resellers for sales and it is effective and the most effective is	Online and offline media go hand in hand and increase product sales.

Yes	Question	Results (Admin)	Results (PJ)	Conclusion
			actually by word of mouth.	
3.	What platform is most effective in increasing the sales of woven fabrics?	The most effective on Instagram will usually be people who chat with them in DMs.	Most of them are from WA, they were initially from Instagram and continued to WA.	Instagram as the most effective platform for now because it can reach more consumers.
4.	From each of those platforms, how many sales are earned and what percentage of each platform?	More or less if Instagram is bigger like 80% then if Shopee is 50% if Facebook is less, I think, for tiktok and tokopedia 20% nan.	As Ms. Dewi said as an admin, because she is the one who manages the social media section	Each platform has its own increase in product sales.
5.	Is there an increase from each year?	I can answer the question every month, yes, there is a slight increase per month	There is an improvement, although not much.	Every year or month will definitely experience an increase in sales even if slowly or little by little.
6.	What product innovations will be carried out in increasing the sales of woven fabrics?	Make bag products.	This is still a new bag product.	An innovation that has been running is to make bag products using woven fabrics.
7.	Besides social media, are there any other strategies besides that?	We often participate in the bazaar together with the Disperindag, there are also independent ones that are usually in Surabaya.	There are, through the bazaar, and later after they see it in the bazaar, they will usually go straight to the gallery when they are interested in making an order.	Bazaar events are another strategy owned by MSMEs in addition to social media.
8.	Among all marketing strategies, which one is the most influential in increasing the sales of woven fabrics?	On Instagram, moreover, there are Ads on Instagram, approximately 1 month is 1 Ads.	Through resellers or word of mouth that make consumers trust and directly	Both online and offline strategies are equally influential in increasing the

Yes	Question	Results (Admin)	Results (PJ)	Conclusion
			come to the gallery to ensure the quality of the woven fabric.	sales of woven fabrics.

Source : Author's personal document 2024

The results of interviews that have been conducted with the admin and person in charge of the Ikat Mulya Woven Fabric MSME gallery as shown in table 2, provide an overview of the marketing strategies implemented in increasing the sales of woven fabric products. The gallery admin explained that marketing strategies through social media, namely Instagram, can help in increasing product sales significantly. Coupled with the use of Ads on Instagram features, it also helps to reach a wider range of consumers.

3.2 Discussion

Mulya Woven Fabric MSMEs experienced very superior growth because the resource management and strategies applied can compete with other companies operating in the same sector. Ikat Mulya Woven Fabric MSMEs carry out various methods to ensure consumer satisfaction, including improving product marketing strategies.

The marketing strategy carried out by MSMEs of Ikat Mulya Woven Fabric is with online media such as Whatsapp, Instagram, Tik Tok, Facebook, Shopee, and Tokopedia while the offline media used is through resellers and *word of mouth* which makes these MSMEs can be known by many people, besides that the marketing strategy of Mulya Ikat Woven Fabric MSMEs also often participates in bazaar events held by the Kediri City government.

Based on the results of observations in increasing product sales, Ikat Mulya Woven Fabric MSMEs use social media as a promotional tool such as Whatsapp, Instagram, TikTok, Facebook, Shopee and Tokopedia. Some of these social media have their own percentages in increasing the sales of ikat mulya woven fabric products, including:

Table 3. Observation Results of Sales Increase Data through Social Media Woven Ikat Mulya

Social Media	Percentage
Instagram	80%
TikTok	20%
Facebook	0%
Shopee	50%
Tokopedia	20%

Source : Observation data on December 16, 2024

From the table above, it can be seen that the marketing strategy through social media that is very influential in increasing product sales is Instagram, followed by Shopee and Facebook. According to the resource person or admin who holds the Ikat Mulya Woven Fabric MSME gallery, Instagram social media is widely owned by all groups from teenagers, adults to mothers and gentlemen, making it easier for MSMEs to promote woven fabric products. Especially with

the addition of the Ads feature on Instagram which is done once a month, it will increase and expand the reach of consumers.

For consumers who place orders through Instagram, they will contact via DM (*Direct Message*) and will continue via WhatsApp to discuss the motifs and colors that consumers want. After placing an order via WhatsApp, consumers will usually use Shopee to make the delivery.

Marketing strategies in increasing sales in addition to using online media also use offline media, namely through *resellers* and *word of mouth*, where consumers who have purchased Ikat Mulya Woven Fabric will recommend it to their closest friends and relatives so that they will see firsthand the quality contained in the woven fabric. In addition, through the bazaar event, it can also attract well-known designers in Indonesia who make the Mulya Ikat Weaving Fabric known by all people and trusted with good quality and motifs and there are always updates.

Ikat Mulya Woven Fabric MSMEs have experienced an increase in product sales through their marketing strategies. The increase can be seen through the results of observations that have been carried out as follows:

Table 4. Observation Results of Data on the Value of Sales Turnover of Ikat Mulya Weaving in 2020-2023

Year	Sales (Rp)
2020	96.659.000
2021	95.683.000
2022	192.901.000
2023	213.423.000

Source : Observation data on December 16, 2024

Based on the data above, it shows that in 2021 the sales turnover of ikat mulya woven fabrics decreased by Rp. 976,000 due to the emergence of the Covid-19 outbreak which caused turnover in industrial businesses to decrease. In 2022, the sales turnover of ikat mulya woven fabrics has increased by Rp. 97,218,000 and will continue to increase in 2023 by Rp. 20,522,000.

From the results of the research, it can be seen that the most effective marketing strategy in increasing sales of mulya ikat woven fabric products is through Instagram and *word of mouth*. Marketing strategies through online and offline media go hand in hand so that they can reach more consumers. That way, UMMEs of ikat mulya woven fabric continue to carry out the production process in accordance with the orders of consumers and will continue to increase the sales of their products from year to year.

The findings of this study, which show the effectiveness of a combined marketing strategy between online and offline methods by Ikat Mulya Woven Fabric MSMEs, are in line with various contemporary marketing theories. The use of social media such as Instagram, including the use of Ads features, supports digital marketing theories that emphasize the ability of social media platforms to reach a wider and segmented audience, as well as increase customer engagement. Integrated Marketing Communications (IMC) theory is also relevant, where these MSMEs integrate various communication channels to convey a consistent message and strengthen the brand image. The success of the word-of-mouth strategy observed is also

consistent with the theory that WOM is one of the most credible and influential forms of promotion, especially for products with cultural value and quality that can be directly felt by consumers. Furthermore, MSMEs' efforts to continue to innovate in products, such as making bags from woven fabrics, and actively participate in exhibitions or bazaars, reflect principles in entrepreneurial theory and strategic management that emphasize the importance of market adaptation and sustainable product development for business growth. The significant increase in sales turnover after the implementation of these strategies also confirms a theoretical model that links the implementation of effective marketing strategies to improved sales performance and overall growth of MSMEs. The theory of innovation diffusion can also explain how the adoption of digital platforms and new marketing strategies by MSMEs can accelerate the acceptance of products by the wider market. Finally, focusing on product quality and customer satisfaction is in line with relationship marketing theory which aims to build long-term customer loyalty.

The results of this study strengthen and are in line with the findings of various previous studies on MSME marketing strategies. A study conducted by Jatmiko (2022) also stated that digital marketing strategies are an ideal approach to increase sales of MSME products in the digital era, which is in line with the dominance of Instagram as an effective platform for Ikat Mulya Woven Fabric MSMEs. The findings regarding the importance of Instagram are also supported by Wirayanti's (2024) research which highlights the implementation of digital marketing strategies through Instagram to increase sales. In addition, the significant role of word of mouth marketing in this study is consistent with many previous studies that recognize WOM as a crucial factor in consumer purchasing decisions and reputation building, especially for MSMEs. Research by Silaen et al. (2024) which emphasizes digital marketing strategies to increase sales of local products in the online era also supports this practice carried out by MSMEs. The effectiveness of the combination of online and offline marketing strategies found in the study is also in line with other studies that recommend a multi-channel approach to reach a more diverse spectrum of customers. Active involvement in bazaar events as an offline strategy has also been identified in other studies as an effective way for MSMEs to interact directly with consumers and increase product visibility. Thus, the marketing strategy implemented by Ikat Mulya Woven Fabric MSMEs has not only proven to be effective contextually but is also supported by various findings of previous research in the scope of MSME marketing.

Online marketing strategies use digital marketing (social media) to reach a larger market segment and increase sales. This of course has an impact on increasing profits [8]. In addition, increasing awareness through social media also plays an important role in increasing sales. By proactively building a strong presence on platforms like Instagram, Facebook, and TikTok, reaching a wider audience and attracting potential consumers who were previously unreachable [9]. The use of social media as a means of advertising and information is considered very effective and does not require large costs. Increased sales, job growth, business innovation, and market share are just a few of the many ways e-business intelligence can help companies succeed. The digital marketing approach used to increase product sales consists of three parts: planning, execution, and monitoring [10].

4. Conclusion

This study found that social media-based marketing strategies, especially Instagram, and *the word of mouth* method are the most effective strategies in increasing sales of Ikat Mulya

Woven Fabric MSMEs in Bandar Lor, Kediri. With the use of the Ads feature on Instagram and active involvement in bazaar events, these MSMEs have managed to reach more consumers and build better relationships with customers. Product sales showed a significant increase from 2021 to 2023, reflecting the successful implementation of the marketing strategy.

The contribution of this research lies in the disclosure of a combination of digital and conventional marketing strategies for MSMEs in the creative industry sector. Scientifically, this study adds an understanding of the role of social media in supporting the growth of MSMEs. From a practical point of view, these findings provide practical guidance for business actors in designing adaptive and data-based marketing strategies. The novelty of this research lies in its focus on traditional woven fabric products, which have great potential to be further developed in the context of local and global economies.

The limitation of this research is that the scope is limited to one MSME in one geographical location. In addition, this study uses a qualitative approach that does not allow for widespread generalization of results. Follow-up research can expand the scope by involving more MSMEs in different regions as well as using a quantitative approach to test the effectiveness of marketing strategies statistically. In addition, exploration of the impact of external factors such as government support or technological change may also be on the agenda of future research.

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