

Marketing Strategy of Chips MSMEs in Increasing Sales Based on Islamic Perspectives in Wates Jaya Village

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ABSTRACT

This research focuses on the marketing strategy of chip MSMEs in increasing sales based on an Islamic perspective in Wates Jaya Village. The problem faced by MSMEs is the lack of utilization of marketing strategies, especially the use of technology and social media. The purpose of this study is to analyze the implementation of the marketing strategy of Ibu Titi's chips MSMEs in order to increase sales. The method used in this research is descriptive qualitative method, with data collection techniques through observation, interviews, and documentation. The case study in this research is the owner of Ms. Titi's chips MSME. The results showed that the marketing strategy by utilizing digital technology through online marketing, one of which is via WhatsApp, indicated that sales began to increase, with a comparison of offline sales profits from June to December getting Rp.5,651,200; while online sales from June to December got Rp.8,708,801. So from that it can be seen that the increase in sales from offline to online has increased quite a lot because the online sales strategy has succeeded in increasing sales significantly and also has a positive impact on market expansion and increased sales. With Islamic-based marketing applied, such as honesty in product quality, fairness in pricing, and responsibility for community welfare. This study concludes that by utilizing existing technology, Ms. Titi's chips MSMEs can compete better in an increasingly competitive market by prioritizing sharia principles.

KEYWORDS

Marketing Strategy; MSMEs; Offline Online; Improvemnt; Islamic Marketing

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Introduction

Strategy refers to the long-term direction of an organization that enables it to achieve competitive advantage through the appropriate configuration of resources in order to meet market demands and stakeholder needs (Johnson et al., 2020). Marketing, meanwhile, represents a set of activities carried out by business actors to fulfill consumer needs while simultaneously generating profit. A marketing strategy therefore becomes a crucial factor in promoting products, as it allows business actors to increase revenue from the businesses they manage (Rif'an et al., 2019).

Marketing strategy is also one of the key approaches used to achieve sustainable competitive advantage in companies that produce goods and provide services. In practice, marketing strategy can be understood as a fundamental element in developing an overall corporate plan. Considering the broad range of problems faced by companies, a comprehensive technical plan is required to guide organizational activities effectively (Nabilla A. G., 2021). Furthermore, strategy influences the long-term development of a company, usually projected over the next five years as an indicator of business success. Strategy has multifunctional and multisectoral consequences and therefore must consider both external and internal factors faced by the company (Gunawan, 2017).

Strategy and marketing are essential aspects that can drive the success of Micro, Small, and Medium Enterprises (MSMEs) in increasingly intense market competition. By implementing effective strategies, MSMEs can achieve sales growth, strengthen competitiveness, and maintain customer loyalty. Marketing strategies involve various efforts such as promotional activities, pricing strategies, product innovation, and an understanding of consumer needs, all of which interact to increase sales and expand market reach (Ramadhani, 2023). These strategies may include the utilization of social media for promotional activities, collaboration with resellers or distributors, and continuous product innovation to remain relevant in the market. With proper planning and implementation, marketing strategies can increase brand awareness and customer loyalty, which ultimately leads to significant sales growth (Santoso & Prasetya, 2023).

In the current era of globalization, particularly in Indonesia, MSMEs have become one of the most important pillars of the national economy due to their large number and wide distribution across various regions, including rural areas (Astuti & Handayani, 2020). MSMEs play a crucial role in supporting national economic growth. They significantly contribute to regional economic development by creating employment opportunities and improving the welfare of local communities (Hapsari & Wijayanti, 2021). As the backbone of economic resilience, MSMEs are expected to recover and grow following economic crises. Given their substantial potential, MSMEs are capable of absorbing large numbers of workers, and this capacity needs to be continuously strengthened to maximize employment opportunities and reduce unemployment (Oktafia, 2017).

Despite their important role, MSMEs still face various challenges, particularly in marketing development and product competitiveness. These challenges become even greater when MSMEs compete with large-scale businesses that possess more advanced marketing capabilities. Nevertheless, MSMEs provide opportunities for communities to improve their income and welfare through entrepreneurial activities. However, they often encounter several obstacles such as limited capital, restricted market access, and inadequate managerial and technological capabilities (Astuti & Handayani, 2020). To overcome these challenges, a comprehensive understanding of marketing strategies is necessary to support MSME growth





and enable them to compete in broader markets (Rohman & Syahrizal, 2022). In this context, the formulation of effective marketing strategies becomes particularly important, especially for MSMEs engaged in local food production such as the Ibu Titi Chips MSME in Wates Jaya Village.

Wates Jaya Village is located in Cigombong District, Bogor Regency, West Java Province. The local economy has traditionally depended on the agricultural sector as well as small-scale industries, both of which remain the primary sources of livelihood for most residents. In addition, Wates Jaya Village has also developed its economic activities through the establishment of MSMEs that continue to operate today. The presence of these MSMEs has created new economic potential that indirectly provides employment opportunities for individuals who previously lacked job prospects. At the same time, these enterprises have become leading local products of the community, one of which is the Ibu Titi Chips MSME.

The Ibu Titi Chips MSME is a local product that is widely recognized in Ciletuh Girang Hamlet, Wates Jaya Village. The product relies on traditional raw materials and a home-based production process that has been passed down from generation to generation. However, this MSME also faces several challenges, particularly limited knowledge and skills related to marketing products to a wider market. In addition, the minimal utilization of digital technology and social media for marketing purposes has restricted the enterprise's ability to expand its market reach. This situation has created a significant gap between the product's potential and the marketing strategies that have been implemented. As a result, the product finds it difficult to compete in the modern era, which increasingly relies on technology, because the business primarily depends on traditional or offline sales methods, such as direct selling in front of the house and word-of-mouth promotion.

Over time, MSMEs have faced increasingly intense competition among similar businesses. Therefore, MSME actors are expected to be responsive and capable of understanding consumer markets in order to survive within such competition. Fundamentally, marketing strategy serves as a method of highlighting product advantages in order to win sustainable competition for both goods and service providers. Each MSME requires an appropriate marketing strategy to survive and grow amid increasing competition among similar businesses. Business success is often reflected in the ability to determine appropriate product strategies, pricing, promotional activities, and effective distribution channels (Sulistiyani et al., 2020).

As business competition continues to intensify, business owners need to develop new marketing strategies to ensure that their enterprises can survive and grow under current conditions. This level of competition demands that MSMEs, particularly those operating within the same industry, generate innovative ideas in order to remain competitive. Intense competition involving numerous business actors requires them to adapt to evolving business environments. Therefore, implementing effective strategies is essential to help business owners anticipate potential challenges and maintain competitiveness (Musyawah & Idayanti, 2022).

Amid the rapid development of digitalization and globalization, technology-based marketing has become a necessity for MSMEs to remain competitive. However, the adoption of modern marketing strategies such as digital marketing is still limited among many MSMEs, including the Ibu Titi Chips MSME. This condition highlights a significant gap regarding how traditional product-based MSMEs can utilize modern marketing technology to expand their market reach while simultaneously maintaining the traditional values that characterize their



(2016), qualitative research aims to investigate conditions in natural settings using triangulated data collection techniques, with data analysis conducted inductively and findings emphasizing meaning rather than generalization.

In line with this perspective, Lexy J. Moleong (2018) explains that qualitative research generates descriptive data in the form of written or spoken words derived from individuals and observable behaviors. Similarly, Burhan Bungin (2007) states that qualitative research represents a systematic investigative process designed to understand social phenomena and human experiences through interpretative analysis. Within this approach, researchers construct comprehensive descriptions of the phenomena being studied, analyze textual data obtained from participants, and present detailed interpretations of respondents' perspectives within their natural environment.

In qualitative studies, greater emphasis is placed on understanding processes and meanings rather than on statistical measurement. The theoretical framework therefore functions as a guide to maintain the relevance of the research focus with empirical realities encountered in the field. In this research, data analysis involved interpretative reasoning between the researcher and the informants in order to generate a comprehensive description of the marketing practices implemented by the Ibu Titi Chips MSME.

Data collection was conducted through observation, interviews, and documentation. Observation was carried out to obtain an initial understanding of the business environment and operational activities of the MSME before conducting interviews. Through this process, the researcher was able to directly observe the production process, marketing practices, and surrounding business conditions. Interviews were conducted with the owner of the Ibu Titi Chips MSME to obtain in-depth information regarding the marketing strategies applied, the challenges encountered in marketing activities, and the efforts undertaken to improve product sales. Meanwhile, documentation was used to support the research findings by collecting written records, photographs, and other relevant documents related to the research process, including activities conducted during observation and interviews.

Through these data collection techniques, the study aimed to obtain a comprehensive understanding of the marketing strategies applied by the Ibu Titi Chips MSME and to analyze how these strategies influence the business's sales performance within the local economic context.

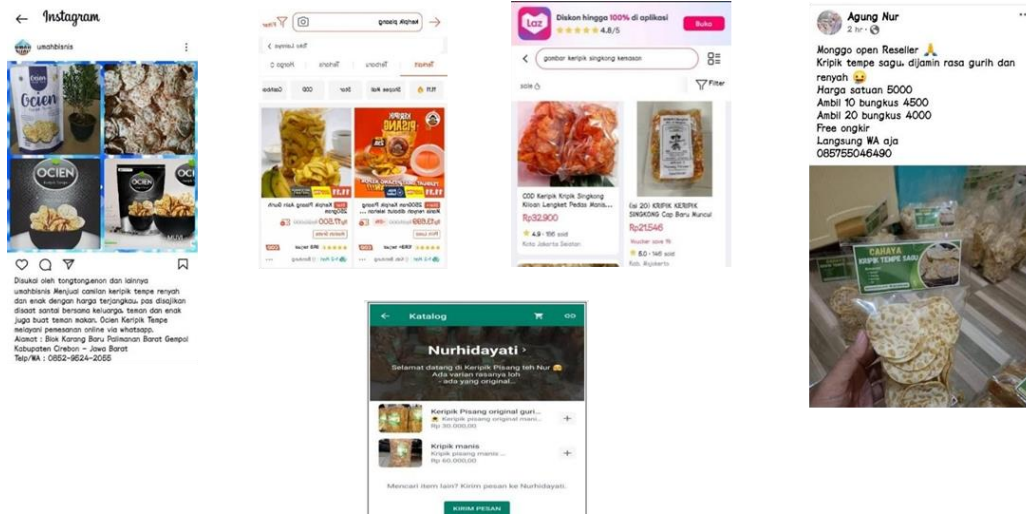
Research Subject and Setting

The research was conducted in Wates Jaya Village, Cigombong District, Bogor Regency, West Java Province. The primary research subject was the owner of Ibu Titi's Chips MSME, selected as a case study due to the business's transition from conventional offline marketing to the integration of online marketing strategies.





Figure 1. Example of a chip SME that has increased online marketing



Results and Discussion

Interview Results

Based on interviews with the owner of Ibu Titi's Chips MSME, it was discovered that the lack of a marketing strategy prevented her from achieving a wider reach. This was influenced by the marketing strategy, which was still offline, or selling directly from her doorstep, which only reached consumers in her village. To reach a wider audience, Ibu Titi's chips MSME began marketing online, promoting through digital media such as WhatsApp.

Figure 2. Interview with the owner of Ibu Titi's Chips MSME



The researcher also asked if there were other strategies for marketing Ibu Titi's chips besides selling from her doorstep or offline.

"Honestly, I'm not very tech-savvy, but I tried marketing online and via WhatsApp, and thank God, there was an improvement."

The researcher also asked why Ibu Titi switched from offline to online, and how she marketed her online strategy.



"The reason is to attract more new customers from various regions, which increases sales and makes it easier for consumers to shop without having to come home. In my online strategy, I market through WhatsApp social media."

The researcher also asked what attracted Mrs. Titi to implementing an online system.

"Because it's easy to market products, accessible anytime and anywhere, it doesn't require a lot of costs because I only post images, and I can serve customers outside Wates Jaya village."

The researcher also asked how offline and online sales compare.

"Around 60% of sales now come online from WhatsApp inquiries, while offline sales account for 40%. Since using online sales, we've seen an increase."

Discussion

The findings of this study demonstrate that marketing strategies play a significant role in improving the sales performance of Micro, Small, and Medium Enterprises (MSMEs), particularly within increasingly competitive market environments and rapid technological development. The marketing practices implemented by the Ibu Titi Chips MSME illustrate a gradual transformation from conventional marketing methods toward the utilization of digital communication technologies to expand market reach and improve sales performance.

From a theoretical perspective, marketing strategy involves identifying consumer needs and delivering value through the effective integration of product offerings, pricing strategies, distribution channels, and promotional activities. According to Philip Kotler and Keller, an effective marketing strategy is developed through the implementation of the marketing mix, which consists of product, price, place, and promotion. These elements enable businesses to create value for consumers while achieving organizational objectives. In the context of MSMEs, the implementation of the marketing mix is often limited by financial constraints, technological capabilities, and managerial resources. Nevertheless, the case of the Ibu Titi Chips MSME demonstrates that small-scale enterprises can still apply fundamental marketing principles in order to maintain competitiveness within local markets.

The product offered by the Ibu Titi Chips MSME emphasizes traditional quality and authenticity, which represents a distinctive value proposition for consumers. Maintaining product quality is essential in establishing consumer trust and ensuring repeat purchases. In terms of pricing, the enterprise adopts a relatively affordable pricing strategy that corresponds with the purchasing power of local consumers. This pricing approach allows the product to remain competitive within the snack market while maintaining accessibility for customers from various economic backgrounds.

From the distribution perspective, the enterprise initially relied on direct sales from the production location, which limited market reach to local consumers. However, the introduction of digital communication platforms has enabled the business to expand its distribution channels beyond the village area. The use of WhatsApp allows consumers from different regions to obtain product information and place orders without visiting the



integrity in commercial activities. In the context of MSMEs, adherence to these principles ensures that products are sold with transparent information, fair pricing, and consistent quality standards.

The Ibu Titi Chips MSME demonstrates the application of Islamic marketing principles through its commitment to maintaining product quality, providing truthful information to consumers, and implementing fair pricing strategies. These practices contribute to building consumer trust and strengthening long-term relationships with customers. Trust is a fundamental factor in the sustainability of MSMEs, especially in rural communities where reputation and social relationships play an important role in influencing purchasing decisions.

The integration of digital marketing strategies with Islamic ethical values therefore creates a balanced approach to business development. While digital technology enables MSMEs to expand their market reach and improve operational efficiency, Islamic ethical principles ensure that business practices remain transparent, fair, and socially responsible. This integration aligns with the broader objectives of Islamic economics, which aim to promote economic prosperity while maintaining moral integrity and social justice.

Overall, the findings of this study indicate that the combination of traditional marketing practices, digital marketing adoption, and Islamic ethical principles provides a comprehensive framework for strengthening the competitiveness of MSMEs. For rural enterprises such as the Ibu Titi Chips MSME, this integrated approach can enhance sales performance, expand market opportunities, and support sustainable business development while maintaining ethical values in business operations.

Impact of Marketing Strategy Changes and Expansio

Table 1. Offline Sales

No	Month	Offline	Volume Sales	Profit
1	June 2023	60 pcs	Rp.1.175.000	Rp.429.000
2	July 2023	70 pcs	Rp.1.820.000	Rp.776.422
3	August 2023	90 pcs	Rp.2.075.000	Rp.952.028
4	September 2023	80 pcs	Rp.2.000.000	Rp.1.058.800
5	Oktober 2023	70 pcs	Rp.1.800.000	Rp.767.500
6	November 2023	80 pcs	Rp.2.100.000	Rp.867.450
7	December 2023	90 pcs	Rp.2.000.000	Rp.800.000

Tabel 2. Online Sales

No	Month	Online	Volume Sales	Profit
1	June 2023	80 pcs	Rp.1.975.000	Rp.721.000
2	July 2023	100 pcs	Rp.2.540.000	Rp.1.083.578
3	August 2023	125 pcs	Rp.3.475.000	Rp.1.597.973
4	September 2023	90 pcs	Rp.2.250.000	Rp.1.191.200
5	Oktober 2023	100 pcs	Rp.2.550.000	Rp.1.082.500
6	November 2023	100 pcs	Rp.2.500.000	Rp.1.032.550
7	December 2023	120 pcs	Rp.3.000.000	Rp.2.000.000

Source: Researcher data processing (2023)

Based on the data above, it can be seen that after the strategic changes and the addition of an online sales strategy (via WhatsApp), sales began to increase. The comparison shows





that offline sales profit from June to December 2023 reached Rp5,651,200, while online sales profit from June to December 2023 reached Rp8,708,801. Therefore, the increase in sales from offline to online resulted in significant improvements. The online sales strategy expanded market coverage, significantly boosting repeat purchases and increasing sales, thus meeting broader market demand. Following the implementation of this strategy, there was a significant increase in sales, profits, and market reach. This evidence demonstrates that utilizing digital marketing technology can boost sales in an increasingly competitive market.

This sales-boosting strategy can significantly impact business development and growth, including for the Keripik Ibu Titi MSME in Wates Jaya Village. One of the most obvious impacts is increased revenue. By implementing effective sales strategies, such as expanding marketing through online platforms, this MSME can reach a wider consumer base, both within and outside the local area. This increases the number of orders and sales volume, which directly contributes to increased revenue. Digital marketing through social media or instant messaging apps, such as WhatsApp, allows products to be introduced quickly and efficiently to consumers. Furthermore, a sound sales strategy also contributes to brand image development. With consistent promotions and an active presence on digital platforms, the Keripik Ibu Titi MSME brand can become better known, gain a good reputation, and more easily gain the trust of new consumers.

Furthermore, improving sales strategies has the potential to increase customer loyalty. Through friendly service, responsiveness to feedback, and ongoing interaction on social media, closer relationships with consumers can be built. Satisfied consumers are more likely to

make repeat purchases, creating a stable revenue stream. However, it's important to note that increased sales also bring challenges, such as the risk of overproduction. When demand increases, businesses may be tempted to increase production capacity without careful planning, which can lead to excess inventory. Furthermore, while online marketing is profitable, associated costs such as digital advertising and social media management also need to be taken into account, necessitating a sound strategy to ensure these costs are commensurate with increased sales. Overall, by capitalizing on digital marketing opportunities, maintaining good customer relationships, and remaining operationally efficient, Ibu Titi's Chips MSME can expand its market share, increase revenue, and become more competitive in an increasingly dynamic market.

Conclusion

This study aimed to analyze the marketing strategies implemented by the Ibu Titi Chips MSME in Wates Jaya Village and to examine how changes and additions to marketing strategies influence sales performance from both marketing and Islamic economic perspectives. The findings indicate that the enterprise initially relied on traditional marketing practices, particularly direct selling and word-of-mouth promotion within the local community. While this approach enabled the business owner to maintain close relationships with customers, it significantly limited the market reach and potential growth of the business.

The introduction of digital marketing strategies, particularly through the use of WhatsApp, marked an important transformation in the enterprise's marketing approach. By utilizing digital communication technology, the business was able to expand its promotional activities and reach consumers beyond the local village area. The findings show that the integration of



online marketing channels contributed to a noticeable increase in sales performance, with online transactions generating higher revenue compared with offline sales during the research period. This result demonstrates that even simple digital tools can play a crucial role in strengthening the marketing capabilities of MSMEs.

From a theoretical perspective, the findings support the marketing framework proposed by Philip Kotler, which emphasizes the importance of the marketing mix—product, price, place, and promotion—in achieving business success. The Ibu Titi Chips MSME has implemented these elements in a simplified form by maintaining product quality, offering affordable pricing, expanding distribution channels through digital platforms, and utilizing online communication tools for promotional activities. The adaptation of these marketing elements illustrates the ability of small-scale enterprises to remain competitive by adjusting their strategies to changing market conditions.

In addition to marketing considerations, this study also highlights the importance of ethical business practices from the perspective of Islamic economics. Marketing activities conducted by the Ibu Titi Chips MSME reflect values such as honesty, fairness, and responsibility toward consumers. These principles are consistent with the ethical teachings of the Qur'an, particularly those found in Surah An-Nisa 4:29, which emphasizes that economic transactions must be conducted through lawful and mutually agreed exchanges. By adhering to these principles, MSMEs can build stronger consumer trust and maintain sustainable business relationships.

The integration of digital marketing strategies with Islamic ethical values provides a balanced approach to business development. While digital technology enables MSMEs to expand their market reach and improve operational efficiency, ethical principles ensure that business activities remain transparent, fair, and socially responsible. Therefore, strengthening digital marketing capabilities while maintaining ethical business practices can become an effective strategy for improving MSME competitiveness and sustainability.

Based on these findings, it is recommended that MSME actors increase their utilization of digital marketing platforms to expand market access and improve sales performance. At the same time, business owners should continue to uphold ethical values in marketing activities in order to maintain consumer trust and ensure long-term business sustainability. Future research is encouraged to examine the broader implementation of digital marketing strategies among rural MSMEs and to explore the role of Islamic marketing principles in supporting sustainable entrepreneurial development.

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