

## Analysis of Digital Marketing Adoption in Indonesian Micro, Small, and Medium Enterprises

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### ABSTRACT

*Micro, small, and medium-sized enterprises (MSMEs) have a major role in Indonesia's economy. In order to grow, MSMEs need the capability to conduct marketing in the digital world. The advancements in digital technologies have made it possible for a cost-effective and hassle-free Digital Marketing adoption. However, the number of MSMEs that have adopted Digital Marketing is still low. Therefore, this study aims to find out what factors that affect Digital Marketing adoption and its benefits. This study will also analyze the implementation of Digital Marketing by MSMEs in Indonesia. This study uses literature study method. This study shows that there are various factors affecting Digital Marketing adoption. This study also shows that various research results have shown that Digital Marketing Adoption can improve the performance of MSMEs. In regards to Digital Marketing implementation in Indonesia's MSMEs, this study shows that training and mentoring activities by Centers for Research and Community Service of various Higher Education Institutions in Indonesia are very beneficial for MSMEs.*

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**Keywords:** *MSME; Digital Marketing; Indonesia*

### ABSTRAK

*UMKM memiliki peran yang sangat besar bagi perekonomian Indonesia. Untuk dapat berkembang, UMKM memerlukan kapabilitas untuk melakukan pemasaran melalui dunia digital. Perkembangan teknologi digital telah memungkinkan untuk dilakukannya Digital Marketing dengan proses dan biaya yang relatif rendah. Namun, jumlah UMKM yang telah memanfaatkan teknologi Digital Marketing masih rendah. Oleh karena itu, studi ini bertujuan untuk mencari tahu faktor-faktor apa yang mempengaruhi adopsi Digital Marketing di Indonesia beserta manfaatnya. Studi ini juga akan menganalisis implementasi Digital Marketing pada UMKM di Indonesia. Studi ini menggunakan metode studi literatur. Hasil studi menunjukkan bahwa ada berbagai macam faktor yang mempengaruhi adopsi Digital Marketing. Selain itu, hasil studi menunjukkan bahwa berbagai riset menunjukkan adopsi Digital Marketing dapat meningkatkan kinerja UMKM. Mengenai implementasi Digital Marketing pada UMKM di Indonesia, hasil studi menunjukkan bahwa pelatihan dan pendampingan implementasi Digital Marketing dari berbagai Lembaga Penelitian dan Pengabdian Masyarakat (LPPM) Institusi Perguruan Tinggi di Indonesia sangat bermanfaat bagi UMKM.*

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**Kata kunci:** *UMKM; Digital Marketing; Indonesia*

## **INTRODUCTION**

Micro, small, and medium enterprises (MSME) has a significant role in Indonesia's economy. In 2019, MSME accounts for 99.99% of all businesses in Indonesia, employing 96.92% of all workforce, and contributes 60.51% to Indonesia's GDP (Kementerian Koperasi dan UKM, 2019; Kusuma and Darma, 2020; Pradnyawati and Darma, 2021; Rivaldo et al., 2021; Darma et al., 2019; Yong and Darma, 2020; Ferdiana dan Darma, 2019). This data shows that MSME is the backbone of Indonesia's economy.

Digital Marketing is a marketing method that has clear and measurable goals that employs interactive digital technologies in order to promote brand, shape customer preference, acquire and retain customers, and increase sales (Todor, 2016; Darma and Noviana, 2020; Umami and Darma, 2021; Dewi and Darma, 2019; Wardana and Darma, 2020; Kanten and Darma, 2017; Dharmayanti and Darma, 2020; Agung and Darma, 2019; Darma, 2005; Permanasari dan Darma, 2013; Darma, 2005; Darma, 2012; Darma, 2004; Arsriani and Darma, 2013; Dewi and Darma, 2018; Saefulloh and Darma, 2014; Darma, 2005; Hendhana and Darma, 2017).

Digital Marketing adoption has a high potential to increase MSME performance. In January 2021, the number of internet users in Indonesia has reached 202.6 million people, which accounts to 73.7% of all Indonesian people (Data Reportal, 2021). Millennials accounts for 25.87% of all Indonesian people and Generation Z accounts for 27.94% of all Indonesian people, the combined percentage of the two generation are 53.81% of all Indonesian People (Ihsan, 2021; Wandari and Darma, 2021; Kusnadi and Darma, 2018; Wulandari and Darma, 2020; Swari and Darma, 2019). Millennials and Generation Z are tech savvy generations that can be influenced through Digital Marketing.

The number of MSMEs that have adopted Digital Marketing technologies is still low. In May 2021, there were only 12 million MSMEs, which only accounts to 18% of all MSMEs, that had implemented Digital Marketing technologies (N. Akhmad, 2021; Wahyuni and Darma, 2019; Maharani and Darma, 2018). Therefore, it is important to understand the factors that influenced MSMEs in adopting Digital Marketing technologies, the benefits, and how they adopt it.

This study is a literature study. The focus of this study is to analyze the factors that influenced the adoption of Digital Marketing in Indonesian MSMEs, understanding the benefits of implementation, and the analysis on how MSMEs adopt Digital Marketing.

## METHOD

This study uses literature study method. Literature study is a study that relates to finding, reading, and analyzing references (Ningsih, Saam, & Umari, 2021). This study uses Google Scholar as a database for finding references regarding Digital Marketing Adoption in Indonesian MSMEs. The term “Digital Marketing” in often interchangeable with Online Marketing, Internet Marketing, and Web Marketing (Todor, 2016; Handika and Darma, 2018; Priskila and Darma, 2020; Shavitri and Darma, 2020; Sudiwedani and Darma, 2020; Handayani and Darma, 2021; Murti and Darma, 2021). Therefore, this study considers that Digital Marketing is similar with E-Commerce, Social Media Marketing, Internet Marketing, Website Marketing, and all kinds of marketing that uses the internet.

The literature study model used in this study is the thematic model. Thematic model literature study is a literature study that classify references based on themes (Widaningsih, 2014). The themes used in this study consist of: factors influencing Digital Marketing adoption in Indonesian MSMEs, Digital Marketing Benefit Analysis of MSMEs in Indonesia, and Digital Marketing Implementation Analysis of MSMEs in Indonesia.

## RESULT & DISCUSSION

### Factors Influencing the Adoption of Digital Marketing in Indonesian MSMEs

Based on the literature study, this study classifies the Digital Marketing Adoption factors in several categories, as can be seen in table 1.

**Table 1.**  
**Factors Influencing Adoption Factors in Indonesian MSMEs**

Number	Factor	Source
1	Competitive Environment / Trend	Alvionita & Ie (2021) Priyanto et al. (2020) Susanti et al. (2019) Ningtyas et al. (2015)
2	Market Development	Mutiara et al. (2021) Susanti et al. (2019)
3	Customer Pressure	Priyanto et al. (2020)
4	Interactivity	Soelaiman & Utami (2021)
5	Ease of Transaction	Susanti et al. (2019)
6	Partnership	Umiyati & Achmad (2021)
7	Level of Revenue / Profit	Priyanto et al. (2020) Susanti et al. (2019)

Number	Factor	Source
8	Industry Sector	Umiyati & Achmad (2021)
9	Technological Resources	Alvionita & Ie (2021) Mutiara et al. (2021) Susanti et al. (2019) Oktaviani (2017) Taryadi et al. (2015)
10	Internet Network Quality	Umiyati & Achmad (2021)
11	Internal Needs	Susanti et al. (2019)
12	Company Strategy	Susanti et al. (2019) Oktaviani (2017)
13	Business Resources	Susanti et al. (2019) Taryadi et al. (2015)
14	Human Resources	Priyanto et al. (2020) Susanti et al. (2019) Taryadi et al. (2015)
15	Organization	Alvionita & Ie (2021) Taryadi et al. (2015)
16	Compatibility	Soelaiman & Utami (2021)
17	Cost Effectiveness	Soelaiman & Utami (2021)
18	Top Management Technology Knowledge	Umiyati & Achmad (2021) Susanti et al. (2019) Taryadi et al. (2015)
19	Top Management Attitude Towards Technology	Ningtyas et al. (2015)
20	Top Management Age	Umiyati & Achmad (2021)
21	Top Management Level of Education	Umiyati & Achmad (2021)
22	Top Management Commitment	Taryadi et al. (2015)
23	Top Management Support	Mutiara et al. (2021) Priyanto et al. (2020)

Competitive environment / trend factor influenced the adoption of Digital Marketing in Indonesian MSMEs. Alvionita & Ie (2021) conducted research on MSMEs in Jakarta and found that Competitive environment / trend influenced the adoption of Digital Marketing. Priyanto et al. (2020) conducted research on food industry MSMEs in Bogor and found that Competitive environment / trend influenced the adoption of Digital Marketing. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that Competitive environment / trend influenced the adoption of Digital Marketing. Ningtyas et al. (2015)

conducted research on MSMEs in Banyumas and Purbalingga and found that Competitive environment / trend influenced the adoption of Digital Marketing. Competitive environment / trend will certainly push MSMEs to adopt Digital Marketing as a way to survive and compete.

Market Development Factor influenced the adoption of Digital Marketing in Indonesian MSMEs. Mutiara et al. (2021) conducted research on MSMEs in Bandung and found that market development influenced the adoption of Digital Marketing. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that market development influenced the adoption of Digital Marketing. Conducting market development is challenging for MSMEs. If they rely on non-digital / convention means, then their growth in the market will be slow. The desire to quickly develop their position in the market will certainly push them to adopt Digital Marketing.

Customer pressure factor influenced the adoption of Digital Marketing in Indonesian MSMEs. Priyanto et al. (2020) conducted research on food industry MSMEs in Bogor and found that customer pressure influenced the adoption of Digital Marketing. If the customers put pressure on MSMEs to adopt Digital Marketing, then MSMEs will most likely comply to the will of the customers because they want to retain the customers.

Interactivity factor influenced the adoption of Digital Marketing in Indonesian MSMEs. Soelaiman & Utami (2021) conducted research on MSMEs in Jakarta and found that interactivity influenced the adoption of Digital Marketing. For young and millennial customers, interactivity is very important. Considering that they spend most of their time conducting interaction through digital technology, MSMEs should interact with them through digital channels.

Ease of transaction factor influenced the adoption of Digital Marketing in Indonesian MSMEs. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that ease of transaction influenced the adoption of Digital Marketing. Advancements in digital marketing technologies have made it possible for businesses to integrate digital marketing with digital transaction technologies. These advancements made it possible for businesses to advertise to customers through various digital channels and provide simple methods for the customer to order items and pay digitally.

Partnership factor influenced the adoption of Digital Marketing in Indonesian MSMEs. Umiyati & Achmad (2021) conducted research on MSMEs in Jambi and found that partnership influenced the adoption of Digital Marketing. Partnership in this context meant partnership with State-owned enterprises (SOEs). SOEs assist MSMEs in various ways, including funding and capacity building. The capacity that the SOEs helped to develop includes Digital Marketing

Adoption. MSMEs became more skilled in adopting Digital Marketing when they form partnership with SOEs.

Level of Revenue / Profit factor influenced Digital Marketing Adoption in Indonesian MSMEs. Priyanto et al. (2020) conducted research on food industry MSMEs in Bogor and found that level of revenue / profit influenced the adoption of Digital Marketing. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that level of revenue / profit influenced the adoption of Digital Marketing. MSMEs that want to increase level of revenue / profit will have to use Digital Marketing to achieve their goals.

Industry sector factor influenced Digital Marketing Adoption in Indonesian MSMEs. It is for a fact that not all industry sectors can get optimal results by adopting Digital Marketing. Umiyati & Achmad (2021) conducted research on MSMEs in Jambi and found that MSMEs industry sector influenced the adoption of Digital Marketing where Services Industry MSMEs and Food Industry MSMEs have higher tendency to adopt Digital Marketing than Fashion Industry MSMEs. Many customers have less interest in buying clothes online because it is hard to decide the size just by looking at a digital catalog.

Technological resources factor influenced Digital Marketing Adoption in Indonesian MSMEs. Alvionita & Ie (2021) conducted research on MSMEs in Jakarta and found that technological resources influenced the adoption of Digital Marketing. Mutiara et al. (2021) conducted research on MSMEs in Bandung and found that technological resources influenced the adoption of Digital Marketing. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that technological resources influenced the adoption of Digital Marketing. Oktaviani (2017) conducted research on fashion industry MSMEs in Jakarta and found that technological resources influenced the adoption of Digital Marketing. Taryadi et al. (2015) conducted research on Batik fashion industry MSMEs in Pekalongan and found that technological resources influenced the adoption of Digital Marketing. MSMEs do have problems in terms of technological resources. Not all MSMEs has the financial capability to acquire technological resources. To create high quality digital marketing contents, MSMEs has to own computers, cameras, and various hardware and software packages which require a considerable amount of investment. Therefore, the decision on how far MSMEs will adopt Digital Marketing will be largely dependent on the technological resources that they have. If an MSME business does not have adequate technological resources, then the only way they could adopt Digital Marketing is by making very simple contents that have very little chance in creating a lasting impression in the minds of the customer.

Internet Network Quality factor influenced Digital Marketing Adoption in Indonesian MSMEs. Umiyati & Achmad (2021) conducted research on MSMEs in Jambi and found that internet network quality influenced the adoption of Digital Marketing. MSMEs operating in areas where the internet network quality is low will have problems in adopting Digital Marketing. Therefore, MSMEs in those areas can only implement Digital Marketing in the form of spreading low resolution promotional videos and pictures through Social Media. This is most likely the only possible way because it does not need high quality internet network to do this.

Internal needs factor influenced Digital Marketing Adoption in Indonesian MSMEs. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that internal needs influenced the adoption of Digital Marketing. MSMEs that has internal needs in improving its marketing business process will most likely implement Digital Marketing. Using Digital Marketing enables MSMEs to conduct marketing digitally and analyze the results through various tools that are embedded with Digital Marketing technologies and tools. By having the ability to market their products digitally and get instant feedback on the results will help MSMEs to become more agile in adjusting their marketing business process.

Company strategy factor influenced Digital Marketing Adoption in Indonesian MSMEs. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that company strategy influenced the adoption of Digital Marketing. Oktaviani (2017) conducted research on fashion industry MSMEs in Jakarta and found that internal needs influenced the adoption of Digital Marketing. MSMEs that have forward thinking mindset and capability to develop robust company strategies are more open in considering the adoption of Digital Marketing technologies.

Business resources factor influenced Digital Marketing Adoption in Indonesian MSMEs. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that business resources influenced the adoption of Digital Marketing. Taryadi et al. (2015) conducted research on Batik fashion industry MSMEs in Pekalongan and found that business resources influenced the adoption of Digital Marketing. MSMEs that have considerable amount of business resources, including intangible ones, have the tendency to adopt Digital Marketing than those with less amount of business resources.

Human resources factor influenced Digital Marketing Adoption in Indonesian MSMEs. Priyanto et al. (2020) conducted research on food industry MSMEs in Bogor and found that human resources influenced the adoption of Digital Marketing. Susanti et al. (2019) conducted

research on furniture industry MSMEs in Yogyakarta and found that technological resources influenced the adoption of Digital Marketing. Taryadi et al. (2015) conducted research on Batik fashion industry MSMEs in Pekalongan and found that technological resources influenced the adoption of Digital Marketing. Most MSMEs do not have the capability to recruit talents with high digital literacy that can implement Digital Marketing. They can only rely on themselves and their family members in implementing Digital Marketing.

Organization factor influenced Digital Marketing Adoption in Indonesian MSMEs. Alvionita & Ie (2021) conducted research on MSMEs in Jakarta and found that organization influenced the adoption of Digital Marketing. Taryadi et al. (2015) conducted research on Batik fashion industry MSMEs in Pekalongan and found that organization influenced the adoption of Digital Marketing. The maturity of MSMEs organization structure will decide how far MSMEs can implement Digital Marketing. MSMEs with mature organization structure are more ready in implementing Digital Marketing.

Compatibility factor influenced Digital Marketing Adoption in Indonesian MSMEs. Soelaiman & Utami (2021) conducted research on MSMEs in Jakarta and found that compatibility influenced the adoption of Digital Marketing. MSMEs with better business experience have better compatibility in implementing Digital Marketing.

Cost effectiveness factor influenced Digital Marketing Adoption in Indonesian MSMEs. Soelaiman & Utami (2021) conducted research on MSMEs in Jakarta and found that cost effectiveness influenced the adoption of Digital Marketing. MSMEs have limited budget. Therefore, it is very important to conduct cost-benefit analysis of Digital Marketing Adoption. MSMEs that can find a way in optimizing the cost-benefit of Digital Marketing will tend to implement it.

Top Management Technology Knowledge factor influenced Digital Marketing Adoption in Indonesian MSMEs. Umiyati & Achmad (2021) conducted research on MSMEs in Jambi and found that Top Management Technology Knowledge influenced the adoption of Digital Marketing. Susanti et al. (2019) conducted research on furniture industry MSMEs in Yogyakarta and found that Top Management Technology Knowledge influenced the adoption of Digital Marketing. Taryadi et al. (2015) conducted research on Batik fashion industry MSMEs in Pekalongan and found that Top Management Technology Knowledge influenced the adoption of Digital Marketing. An MSME business that has a top management team that has good knowledge on technology will tend to implement Digital Marketing.

Top Management Attitude Towards Technology factor influenced Digital Marketing Adoption in Indonesian MSMEs. Ningtyas et al. (2015) conducted research on MSMEs in



Banyumas and Purbalingga and found that Top Management Attitude Towards Technology influenced the adoption of Digital Marketing. If the top management team does not have a positive attitude towards Digital Marketing technologies, then they will not adopt it.

Top Management Age factor influenced Digital Marketing Adoption in Indonesian MSMEs. Umiyati & Achmad (2021) conducted research on MSMEs in Jambi and found that top management age influenced the adoption of Digital Marketing. An MSME that has a management team consisted of elderly people have the tendency of not wanting to further develop their business. Therefore, they are not interested in implementing modern technologies such as Digital Marketing technologies.

Top Management Level of Education factor influenced Digital Marketing Adoption in Indonesian MSMEs. Umiyati & Achmad (2021) conducted research on MSMEs in Jambi and found that top management level of education influenced the adoption of Digital Marketing. An MSME that has a top management team consisted of highly educated personnel has the capability, knowledge, and network of colleagues that are useful in assisting the MSME business in implementing Digital Marketing.

Top Management Commitment factor influenced Digital Marketing Adoption in Indonesian MSMEs. Taryadi et al. (2015) conducted research on Batik fashion industry MSMEs in Pekalongan and found that top management commitment influenced the adoption of Digital Marketing. An MSME that has a top management team with a strong commitment in developing its business tend to adopt modern technologies such as Digital Marketing technologies.

Top management support factor influenced Digital Marketing Adoption in Indonesian MSMEs. Mutiara et al. (2021) conducted research on MSMEs in Bandung and found that top management support influenced the adoption of Digital Marketing. Priyanto et al. (2020) conducted research on food industry MSMEs in Bogor and found that top management support influenced the adoption of Digital Marketing. Digital Marketing adoption by an MSME can only happen when it has the support of the top management team.

## **Digital Marketing Benefit Analysis of MSMEs in Indonesia**

MSMEs generally have limitations in terms of marketing and distribution network (Widyastuti, 2017). Digital Marketing adoption can be a solution for this matter. Digital Marketing Implementation has several benefits for MSMEs, such as making it easy for customers to acquire information about company products, low cost product promotion, wide market reach, interaction between buyer and seller, increase awareness, and increase sales (Martoyo, 2020; Pribadi et al., 2018).

Empirical researches have shown that Digital Marketing adoption has a positive and significant effect on MSMEs performance. Mutiara et al. (2021) conducted research on MSMEs in Bandung and found that Social Media adoption has a positive and significant effect on MSMEs performance. Soelaiman & Utami (2021) conducted research on MSMEs in Jakarta and found that Social Media (Instagram) Adoption has a positive and significant effect on MSMEs performance. Martoyo (2020) conducted research on Food Industry MSMEs in Jakarta and found that Digital Marketing Adoption increased sales volume. Priyanto et al. (2020) conducted research on food industry MSMEs in Bogor and found that E-Marketing adoption has a positive and significant effect on MSMEs performance. Oktaviani (2017) conducted research on fashion industry MSMEs in Jakarta and found that E-Commerce Adoption has a positive and significant effect on MSMEs performance. Ningtyas et al. (2015) conducted research on MSMEs in Banyumas and Purbalingga and found that E-Commerce Adoption has a positive and significant effect on MSMEs performance.

Based on various researches, it is clear that MSMEs can increase sales by implementing Digital Marketing. MSMEs stakeholders should convince MSMEs in implementing Digital Marketing and assist them by giving training and mentoring. There are a lot MSMEs that are still not convinced that Digital Marketing Adoption is beneficial because they have not receive insights about the real benefits of implementing Digital Marketing (Himawan, 2019).

## **Digital Marketing Implementation Analysis of MSMEs in Indonesia**

Digital Marketing adoption in Indonesia MSMEs has several barriers. Pribadi et al. (2018) conducted research on MSMEs in Malang and found that most MSMEs do not have capable employees that can use Digital Marketing Technologies. Kusnindar et al. (2018) conducted research on MSMEs in Pringsewu and found 5 barriers in adopting Digital Marketing: incompetent human resources, lack of computer ownership, low quality internet network, high digital marketing technology cost, and lack of interest in Digital Marketing adoption. Most MSMEs have not adopt Digital Marketing because they do not have sufficient

information on how to implement Digital Marketing (Rafiah & Kirana, 2019). Akhmad & Purnomo (2021) conducted research on MSMEs in Surakarta and found that MSMEs have limited capability in using digital technology. MSMEs have limitations in knowledge, resources, and time in implementing Digital Marketing (Himawan, 2019).

In May 2021, there were only 18% of all MSMEs, that had implemented Digital Marketing technologies (N. Akhmad, 2021). This situation is unfortunate considering that Millennials and Generation Z are on the rise in terms of demography. Millennials forms a substantial market in terms of size. The combined percentage of the two generation are 53.81% of all Indonesian People (Ihsan, 2021). MSMEs can tap this market through Digital Marketing technologies. Widyastuti et al. (2016) conducted research on MSMEs in Yogyakarta and found that most MSMEs choose smartphones over laptops or computers to conduct digital activities. Most millennials also favor smartphones to conduct digital activities. Smartphones normally have the capability to access all kinds of digital contents however smartphones do not have the capability to create high quality digital contents. Therefore, MSMEs could focus on creating digital marketing contents that are simple but creative and interesting to compensate for the lack of quality. MSMEs should focus on Social Media as their effort in adopting Digital Marketing because Millennials have the capability to access Social Media and can be easily influenced by the contents that they receive from Social Media (Piarna & Fathurohman, 2020).

MSMEs that have adopted Digital Marketing normally adopt it in the form of Social Media Marketing (Priyanto et al., 2020). Social Media Marketing does allow MSMEs to conduct digital marketing activities with ease of use and low cost. This ease of use is known as “Click and Share”. This allows MSMEs to create trending topics through the use of Word of Mouth Marketing (Widyastuti, 2017). Martoyo (2020) conducted research on food industry MSMEs in Jakarta and found that social media marketing platform that is commonly used are WhatsApp, Instagram, Facebook, and Youtube. If the target market of an MSME is young generation then it is better to conduct Digital Marketing activities through Facebook, Twitter, Instagram (Prasetyawati, Setyaningtyas, Ayu, Sartika, & Adithia, 2021). Therefore, it is better for MSMEs to adopt Social Media Marketing as a form of Digital Marketing because it is relatively easy to use.

MSMEs usually has limitations in terms of budget and time to study and use the Digital Marketing technologies. To overcome the lack of capable talents in using Digital Marketing, MSMEs owners should find help from young generation family members that are normally tech savvy (Ardiani & Putra, 2021). However, although young generation family members may have the capability to access digital contents, they may not have the capability to create Digital

Contents. Therefore, MSMEs should also seek help from external stakeholders that can help teach and mentor MSMEs in implementing Digital Marketing.

Assistance for MSMEs in Indonesia usually comes from Higher Education Institutions that have Centers for Research and Community Service (LPPM Centers). Most of these centers have helped MSMEs develop their business through training and mentorship. Some of these centers have helped MSMEs in Digital Marketing adoption.

Digital Marketing Implementation Assistance projects for MSMEs by various LPPM Centers in Indonesia have shown positive results. Purwanto et al. (2021) conducted Digital Marketing Implementation assistance for a food industry MSME in Pamekasan called Ibu Turah Catering. The team helped implement Digital Marketing through WhatsApp, Facebook, and Instagram. Afterwards, Ibu Turah Catering's Sales increased substantially. Prasetyawati et al. (2021) conducted Digital Marketing implementation assistance for a group of food industry MSMEs in Jakarta, Bogor, Depok, Tangerang, Bekasi area. Afterwards, the MSMEs can use various social media channels that are suited for their businesses. They can understand the advantage and disadvantage of various social media channels. They know how to create contents with creative visual cues and words that can help them develop Brand Awareness. Several Digital Marketing channels that the MSMEs can use after the assistance project are Website, Goodle Ads, Instagram, Facebook, TikTok, WhatsApp, Youtube, Tokopedia, Bukalapak, and Shopee. Irfani et al. (2020) conducted Digital Marketing Implementation assistance on a food industry MSME called Uberrr Snack 88 in Solok. Afterwards, the MSME can conduct digital marketing through Google Bisnisku. Rafiah & Kirana (2019) conducted Digital Marketing implementation assistance on a group of food industry MSMEs in Jatinangor. Afterwards, the MSMEs can use Instagram for Business and 90% of those MSMEs successfully increased their sales. Pramesti & Dwijayanti (2021) conducted Digital Marketing implementation assistance on an MSME called Dandang MJ. Afterwards, the MSME can use Digital Marketing through Facebook, Instagram, TikTok, and Shopee. Handajani et al. (2019) conducted Digital Marketing implementation assistance for a group of coffee industry MSMEs in Lombok Barat. Afterwards, the MSMEs can use Digital Marketing through Blogspot and Instagram. Pribadi et al. (2018) conducted Digital Marketing implementation assistance for a fashion industry MSME called Al-Kattar in Malang. Afterwards, the MSME can use Digital Marketing through Facebook, Instagram, and Shopee. They are also able to conduct analysis of their digital sales using Digital Marketing analysis tools.

LPPM centers in Indonesia have trained MSMEs in using various Digital Marketing Channels. Some of the channels can be seen in table 2. The list will certainly grow as the

emergence of new digital channels and as the LPPM centers acquire the competency to teach new ways in using new digital channels.

**Table 2.**  
**Indonesian MSMEs Digital Marketing Channel**

No	Digital Marketing Channel	Source
1	Google Ads	Prasetyawati et al. (2021)
2	Instagram	Pramesti & Dwijayanti (2021) Purwanto et al. (2021) Prasetyawati et al. (2021) Martoyo (2020) Handajani et al. (2019) Rafiah & Kirana (2019) Pribadi et al. (2018)
3	Blogspot / Website	Prasetyawati et al. (2021) Handajani et al. (2019)
4	Facebook	Prasetyawati et al. (2021) Purwanto et al. (2021) Pramesti & Dwijayanti (2021) Martoyo (2020) Asse (2018) Pribadi et al. (2018)
5	TikTok	Prasetyawati et al. (2021) Pramesti & Dwijayanti (2021)
6	WhatsApp	Prasetyawati et al. (2021) Purwanto et al. (2021) Martoyo (2020)
7	Youtube	Prasetyawati et al. (2021) Martoyo (2020)
8	Tokopedia	Prasetyawati et al. (2021)
9	Bukalapak	Prasetyawati et al. (2021)
10	Shopee	Prasetyawati et al. (2021) Pramesti & Dwijayanti (2021) Pribadi et al. (2018)
11	Google Bisnisku	Irfani et al. (2020)

## CONCLUSION & SUGGESTIONS

Based on the literature study, it can be concluded that there are 23 factors that influenced the adoption of Digital Marketing in Indonesia. It can also be concluded that Digital Marketing adoption has a positive effect on MSME's performance. MSMEs should find assistance from various external stakeholders in implementing Digital Marketing. One of the source of assistance is the Centers of Research and Community Service (LPPM Centers) of Higher

Education Institutions in Indonesia. LPPM Centers have the capability to teach and assist MSMEs in implementing Digital Marketing through various digital channels. It is proven that assistance from LPPM Centers can increase MSME's performance. MSMEs stakeholders should give more support for LPPM Centers in the future in order for these centers to increase their reach and their quality in helping MSMEs. The form of assistance could be in the form of Capacity Building Initiatives for LPPM Centers.

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