

# Inbound Marketing Based on Content and Customer in The Creative Industry Selling Fresh Meat, Seafood and Vegetables in Yogyakarta: An Experimental Approach

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Article Information: Received : 09-12-2023 Revised : 08-01-2024 Accepted : 23-01-2024

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**Abstract** - Covid-19 had an impact on decreasing GDP in the livestock sector, namely by 1.8%. The strategy to improve this sector is to carry out inbound marketing through the use of websites, blogs and social media. This research applies an inbound marketing method based on content and customers to develop product marketing in the creative industry selling meat, seafood and fresh vegetables in Yogyakarta. The research method used is an experimental research method. There are two groups of respondents in this research, namely respondents from different age generation. The respondents selected were 200 housewives from generation X and generation Y. Data was obtained using a questionnaire. The data analysis used was MANOVA with SPSS 25. The results of the study showed that there was no difference between advertising for the sale of meat, vegetables and seafood or without advertising on purchasing interest in generation X and generation Y.

**Keywords:** Inbound marketing, advertisement, experiment, purchase intention, meat, vegetable, seafood

## 1. Introduction

In early March 2020, the first positive case of Covid-19 was published and the government responded by issuing a Large-Scale Social Restrictions (PSBB) policy which aims to control the rate of spread of the Covid-19 virus. This policy apparently had an impact on the paralysis of product distribution, thereby disrupting the pace of the other two main economic pillars, namely production and consumption. This had the impact of decreasing national gross domestic product (GDP) growth in the second quarter of 2020 compared to the second quarter of 2019 by 5.32% (BPS, 2020). But in that period, only agricultural GDP grew, namely 2.19%.

Even though the agricultural sector was the only GDP that grew positively, the livestock subsector experienced a decline of 1.8%. When compared with the food crops subsector which experienced growth of 9.23%, the horticulture subsector 0.86% and the plantation subsector 0.17%, the declining livestock subsector is a problem that must be addressed by the government. This decline was influenced by the weakening of people's purchasing power during the pandemic. The PSBB policy has had a negative impact on the continuity of industrial activities and distribution activities. So many workers experience layoffs or termination of employment and lose income. The unemployment rate increased during the Covid-19 pandemic by 3.7 million people (Fauzi, 2020). Chicken farmers reduce 30% of their workforce, reduce livestock populations and reduce production costs because profits decrease (Wakhidati et al, 2020).

Currently, milk, eggs and meat are luxury goods categories for groups of people with lower middle income. Demand for livestock commodities is decreasing due to decreasing people's incomes, so people are turning to substitute products. This condition does not only occur in Indonesia, the United States, Brazil and several other European countries experience similar conditions. During Covid-19, beef and pork experienced very serious challenges. The closure of factories and penetration of the livestock industry causes meat prices to increase. In a sensitive market price situation, consumers will reduce or even not consume meat to save on their expenses.

One strategy to increase business income during the pandemic is to carry out online marketing strategies. The definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions and processes that are facilitated by digital technology in creating, communicating and delivering value to consumers and other interested parties (Kannan and Hongshuang, 2016). Meanwhile, Wardhana (2015) describes digital marketing as marketing activities that use internet-based media. Online marketing is more effective marketing compared to traditional marketing during the pandemic, because there is no need to physically interact with other individuals or groups of people. Opreana and Vinerean (2015) stated that there are several online marketing techniques, namely viral marketing, blog marketing, search engine marketing, email marketing, content marketing, social media marketing and so on, so they can be grouped into one concept called digital



inbound marketing. According to Basu (2016) Inbound Marketing is digital marketing that concentrates on maximizing the use of content marketing, branding, search engine optimization, blogs and social media marketing to attract customers. *Inbound Marketing* is a marketing technique that requires careful target audience and special communication through high quality content (Baltes, 2016). Inbound marketing is the process of reaching consumers by creating organic strategies online (Opreana and Vinerean, 2015).

Khoziyah (2021) in his research entitled *The Influence of Digital Marketing on Purchasing Decisions of Online Shop Instagram Followers @Kpopconnection* stated that digital marketing simultaneously has a significant influence on purchasing decisions. Putri and Marlien (2022) in their research entitled *The Influence of Digital Marketing on Online Purchasing Decisions* explain that based on their research digital marketing has an influence on online purchasing decisions considering the wide reach to be achieved. Stockdale, Ahmed, and Scheepers in Hamzah and Citra (2021) succeeded in identifying the business value of using social media for MSMEs, such as: Creation of a sustainable marketing channel, Short-term increase in revenue and long-term sales, Decrease in advertising costs by up to 70%, Reduction in overall marketing costs, Creation of competitive advantage, Ease of promotion across social media platforms, Increased popularity of brands and products, Introduction of an organization or company to the community

Social media allows businesses to reach consumers and build more personal relationships. Zhu and Chen (2015) in Purwana, et al (2017) divide social media into two groups according to the basic nature of connection and interaction: profile based and content based. The use of social media in marketing is an opportunity for MSMEs as a promotional medium and for online buying and selling transactions, even in 2013 the Social Media Industry Report said that 86% of marketers believed that social media was an important element in their marketing (Stelzner in Qurniawati, 2018). Social media is defined as a group of internet-based applications that create the ideological and technological foundations of Web 2.0 that enable the creation and exchange of user generated content (Stockdale, Ahmed, & Scheepers in Hamzah and Citra, 2021). Social media applications are available ranging from instant messaging to social networking sites that offer users to interact, connect and communicate with each other. These applications intend to initiate and circulate online information about user experiences in consuming products or brands, with the main aim of engaging the public. In a business context, people engagement can lead to profit creation. Inbound marketing consists of content. Content that is inspiring, touching, and entertaining is the main component. In addition to

videos, usually find inbound marketing in informative articles on social media, websites, blogs, or papers in PDF form (Baltes 2016).

According to Saifuddin (2021), in his research regarding the strategies that MSMEs must carry out during the Covid-19 pandemic, it is stated that the effectiveness of digital marketing through social media has a positive influence in increasing sales of MSME products. The results of research conducted by Latifah, Mujiasti and Hendra (2018) stated that the use of inbound marketing through the use of websites, blogs and social media is an important thing for business people to do because it can increase sales significantly. Even though the Covid 19 pandemic has passed, sales of MSME products are no longer what they used to be due to the impact of a sluggish economy and declining purchasing power. So the problem that arises is that increasing sales or stabilizing sales must be done through various methods, one of which is often tried is inbound marketing. The basic question in this research is how to use inbound marketing for MSMEs that sell daily necessities, namely meat, vegetables and seafood. Nowadays, many entrepreneurs have emerged sell online meat, vegetable, and seafood in Yogyakarta. This phenomenon developed during Covid pandemic and surprisingly now it has become a habit for housewives in Yogyakarta to shop daily. And so, the seller become more creatives to promote their social media to reach more attention by customer.

The aim of this study is to measure social media using by seller especially in inbound marketing to promote their goods. How it impacts in customer purchase intention in difference segment. In this research, researchers apply inbound marketing methods based on content and customers to develop product marketing in the creative industry selling meat, seafood and fresh vegetables in Yogyakarta. It is hoped that this research can help increase sales of fresh meat, seafood and vegetable traders in the Special Region of Yogyakarta province who serve online and offline orders.

## 2. Research Methods

This research uses a quantitative design with an experimental approach. Crawl (2012) states that the definition of experimental research methods is used if researchers want to know the causal influence between independent and dependent variables. This means that researchers must be able to control all variables that will influence the outcome unless the independent variable (treatment) has been determined.

So it can be concluded that the experimental research method is a quantitative research method used to determine the effect of the independent variable (treatment) on the dependent variable (outcome) under controlled conditions. Conditions are controlled so that there are no other variables

(other than the treatment variable) that influence the dependent variable. Thus, there will be two groups of respondents in this research, namely respondents who come from customers who receive treatment in the form of marketing content designed in such a way that contains advertisements for the sale of meat, seafood and fresh vegetables. Then another group is the control group who did not receive this treatment.

In this study, the part that was manipulated was displaying content that was deliberately created by the author. The content in question is content-based advertisements. Meanwhile, the controls were respondents who were grouped into four, namely respondents who were shown meat advertisements, respondents who were shown vegetable advertisements, respondents who were shown seafood advertisements, and respondents who were not shown any advertisements at all. We use purposive sampling for this research. The four groups of respondents were further divided into housewife respondents from Gen X and housewives from Gen Y. This type of respondents was chosen for some reasons as data given by seller interview.

Data was obtained using a questionnaire. Then the data analysis used was MANOVA with SPSS, while the selection of respondents was selected using several criteria as follows: (1) women who are familiar with online shopping and doing daily cooking activities, and (2) Domiciled in Yogyakarta and surrounding areas. Respondents were selected as many as 200 people who were divided into respondents who received treatment and those who did not receive treatment.

Respondent treatment mechanism: (1) A total of 150 respondents will be given treatment in the form of showing advertisements regarding online sales related to seafood for 50 people, meat for 50 people and vegetables for 50 people. Then, after showing the advertisement, respondents were asked to answer questions using a questionnaire provided by researchers and (2) A total of 50 respondents filled out a questionnaire that had been prepared by researchers without receiving advertisements first. Detailed questionnaires given to respondents contained statements regarding purchasing intentions based on content-based advertising shown to them.

This research is to examine whether there is a difference in the treatment of purchasing intentions between generation X and generation Y regarding the sale of meat, vegetables and seafood with or without advertising. The following is the research hypothesis: H0: There is no difference between advertising for the sale of meat, vegetables and seafood or without advertising on buying interest in generation X and generation Y

H1: There is a difference in meat sales advertisements in the buying interest of generation X and generation Y

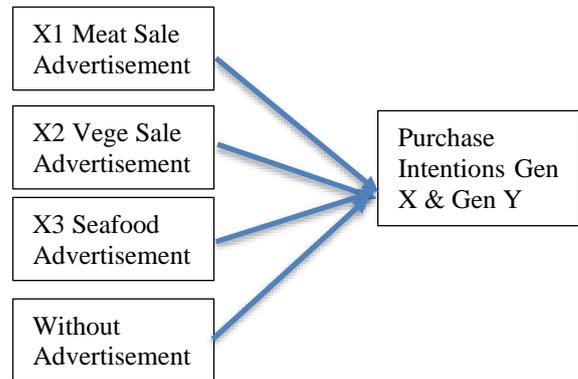
H2: There is a difference in vegetable sales advertisements in the buying interest of generation X

and generation Y

H3: There is a difference in advertising for seafood sales in the buying interest of generation X and generation Y

H4: There is a difference without advertising selling meat, vegetables and seafood in the buying interest of generation X and generation Y

Here Figure 1 the research framework:



Source: Authors's Process

Figure 1 the research framework

### 3. Results and Discussion

#### 3.1. Validity Test Results

Validity testing carried out in this research used SPSS. Validity tests are carried out to determine the suitability of question items as measuring tools or indicators to describe certain variables. The calculation results take into account the significance value, the indicator is said to be valid if the significance value is <0.05. Based on the results of the validity test, there was one question item on the meat sales advertising variable that was invalid, namely the second question item (X12), so it was not used in the next test.

Table 1. Validity Test Results.

No.	Construct	Significant value	Status
1.	Meat sale advertisement		
-	X11	0,000	Valid
-	X12	0.174	Invalid
-	X13	0,000	Valid
-	X14	0,000	Valid
-	X15	0,000	Valid
2.	Vegetable sales advertisement		
-	X21	0,000	Valid
-	X22		
-	X23	0,000	Valid
-	X24	0,000	Valid
-	X25	0,000	Valid
		0,000	Valid
3.	Seafood sales advertisement		

No.	Construct	Significant value	Status
-	X31	0,000	Valid
-	X32	0,000	Valid
-	X33	0,000	Valid
-	X34	0,000	Valid
-	X35	0,000	Valid
4.	No ads		
-	X41	0,000	Valid
-	X42	0,000	Valid
-	X43	0,000	Valid
-	X44	0,000	Valid
-	X45	0,000	Valid

Source: Author's Process

### 3.2. Reliability Test Results

Reliability is an evaluation of the extent to which a test measurement instrument can provide consistent and reliable results when applied several times or under various conditions. According to Sujarweni (2015), a research instrument is said to be reliable if the Cronbach's alpha results are  $>0.6$ . Based on table 2, all variables in this study are reliable or reliable.

Table 2. Reliability Test Results

Variable	Cronbach alpha	Category
Meat sale advertisement	0.800	Reliable
Vegetable sales advertisement	0.647	Reliable
Seafood sales advertisement	0.703	Reliable
No ads	0.731	Reliable

Source: Author's Process

### 3.3. Normality Test Results

The following is table 3 of the normality test results :

Table 3. Normality Test Results

	KOLMOGOROV-SMIRNOVA			SHAPIRO-WILK		
	Statistics	df	Sig.	Statistics	df	Sig.
X1	,148	50	,080	,925	50	,300
X2	,110	50	,179	,973	50	,304
X3	,121	50	,067	,976	50	,398
X4	,118	50	,081	,959	50	,081

a. Lilliefors Significance Correction

Source: Author's Process

The normality test used is Kolmogorov-Smirnov. A variable is said to be normally distributed if its significance value is more than or equal to 0.05. Conversely, if the significance is less than 0.05 then the variable or data is declared not normally distributed. In this study the data was normally distributed because all variables had a significance of  $>0.05$ .

### 3.4. Homogeneity Test Results

The following is Table 4 of the homogeneity test results

Table 4 Homogeneity Test Results

	LEVENE	DF1	DF2	SIG.
STATISTICS				
X1	,054	1	73	,817
X2	,014	1	73	,907
X3	,107	1	73	,744
X4	,170	1	73	,682

Source: Author's Process

Based on the output table "test of Homogeneity of Variances" above, it is known that the significance value of X1 (Meat Sales Advertisement) is 0.817, X2 (Vegetable Sales Advertisement) 0.907, X3 (Seafood Sales Advertisement) 0.744, and  $>0.05$ , it can be concluded that the variance of data on purchasing interest based on sales advertisements is homogeneous.

### 3.5. Manova Test Results

The following is table 5 of the Manova test results

Table 5 MANOVA Test results:

	Y	Descriptive Statistics		
		Mean	Std. Deviation	N
X1	Gen X	58.11	3,848	35
	Gen Y	57.85	3,476	40
	Total	57.97	3,632	75
X2	Gen X	55.40	5,735	35
	Gen Y	55.63	5,605	40
	Total	55.52	5,629	75
X3	Gen X	50.17	3,974	35
	Gen Y	50.10	3,713	40
	Total	50.13	3,811	75
X4	Gen X	47.40	3,423	35
	Gen Y	47.38	3,216	40
	Total	47.39	3,292	75

Source: Author's Process

The descriptive statistics table explains the average and standard deviation in X1 (Meat Sales Ads) buying interest in Gen higher in Gen

Table 6. Box's Test of Equality of Covariance

Matricesa	
Box's M	1,302
F	,122
df1	10
df2	24432.818
Sig.	1,000

Source: Author's Process

Box's M test table is used to test the Manova assumption, namely the homogeneity of the variance and covariance matrices. To test it with the acceptance criteria  $H_0 =$  variance covariance matrix between groups of homogeneous methods, if the test value obtains a significance value  $>0.05$ . The test results show that the Box's M value is 1.302

with a significance of 1.000. Because the significance value is  $1,000 > 0,05$ , accept  $H_0$  which states that the variance covariance matrix is homogeneous.

Table 7. Multivariate testa

Effect	Value
Intercept	
Pillai's Trace	,997
Wilks' Lambda	,003
Hotelling's Trace	302,527
Roy's Largest Root	302,527
Y	
Pillai's Trace	,005
Wilks' Lambda	,995
Hotelling's Trace	,005
Roy's Largest Root	,005

Source: Author's Process

Pillai's trace value shows a positive value of 0.005 with a significance of 0.987. Increasing this value provides a meaningful value to the model or a significant mean difference between data groups. Wilk's lambda value is 0.995 with a significance of 0.987, which means there is an average difference between data groups. Likewise, the Hotelling trace and Rpy's largest root each obtained a value of 0.002 and a significance of 0.987. From the four tests, a significance value  $> 0,05$  was obtained.

Table 8. Levene's Test of Equality of Error Variances

	F	df1	df2	Sig.
X1	,054	1	73	,817
X2	.014	1	73	,907
X3	.107	1	73	,744
X4	,170	1	73	,682

Source: Author's Process

Levene's test table is used to test the homogeneity of variance univariately. The test criteria are if the significance value is  $> 0,05$  then accept  $H_0$  which states that the variance values for X1, X2, X3, and X4 between Gen X and Gen Y are homogeneous. From the Levene's test results for X1 it is 0.817, X2 is 0.907, X3 is 0.744, and X4 is .0682 so it can be concluded that the variants X1,

Table 9. Tests of Between-Subjects Effects

Source	Dependent Variable	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	X1	1	1,304	,098	,756	,001
Model	X2	1	,945	,029	,864	,000
	X3	1	,095	,006	,936	,000
	X4	1	,012	,001	,974	,000

Source: Author's Process

Table 10. Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Partial Eta Squared
Corrected Model	X1	1.304a	1	1,304	,098	,756,001
Model	X2	,945b	1	,945	,029	,864,000

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Partial Eta Squared
Intercept	X3	,095c	1	,095	,006	,936,000
	X4	,012d	1	,012	,001	,974,000
	X1	251024.0241	251024.0241	18801.506	0,000	996
	X2	230095.6121	230095.6121	166.635	,000	990
	X3	187681.3751	187681.3751	2749.958	0,000	994
Y	X4	167669.6121	167669.6121	5265.981	0,000	995
	X1	1,304	1	1,304	,098	,756,001
	X2	,945	1	,945	,029	,864,000
	X3	,095	1	,095	,006	,936,000
Error	X4	,012	1	,012	,001	,974,000
	X1	974,643	7313,351			
	X2	2343,775	7332,107			
	X3	1074,571	7314,720			
Total	X4	801,775	7310,983			
	X1	253044,00075				
	X2	233530,00075				
	X3	189576,00075				
Corrected Total	X4	169214,00075				
	X1	975,947	74			
	X2	2344,720	74			
	X3	1074,667	74			
	X4	801787	74			

a. R Squared = .001 (Adjusted R Squared = -.012)

b. R Squared = .000 (Adjusted R Squared = -.013)

c. R Squared = .000 (Adjusted R Squared = -.014)

d. R Squared = .000 (Adjusted R Squared = -.014)

Source: Author's Process

The test of between subject effect table above provides an overview of univariate model testing. The significance p-value for X1, X2, X3, X4 is greater than 0.05, meaning that there is no difference in buying interest (homogeneous) between Gen X and Gen Y.

Looking at these results, there is no significant difference in buying interest between Generation X and Y. The data results show almost the same.

Event though the result shown no significant difference in buying interest or purchase intention in two generation, the manova results shown some difference in Mean counted:

Table. 11 Mean of Respondents Response

Meat	Gen X	58.11
	Gen Y	57.85
	Total	57.97
Vegetable	Gen X	55.40
	Gen Y	55.63
	Total	55.52
Seafood	Gen X	50.17
	Gen Y	50.10
	Total	50.13
Without Advertisement	Gen X	47.40
	Gen Y	47.38
	Total	47.39

Source: Author's Process

The response of Meat Sale was greater in Housewife of Gen X, the response of vegetable greater in Housewife of Gen Y, the response of seafood greater in Gen X, and when they shown without advertisement the response was greater for

Gen X. This condition means the customer of online sale for kinds of goods are greater in Housewife from generation X.

#### 4. Conclusion

The conclusion of this research shows that there is no significant difference in the average value of purchasing interest between generation X and generation Y, especially in the group of married female respondents. These results illustrate that marketing strategies involving advertising meat sales (X1), advertising selling vegetables (X2), advertising selling seafood (X3), and selling meat, vegetables and seafood without advertising (X4) do not show differences in buying interest between the two generations. In the context of the characteristics of the respondents studied. This indicates that generation X and generation Y have no difference in interest in buying meat, vegetable and seafood products with or without advertising. This is in line with research conducted by Mosa (2022) which examined the natural influence of inbound marketing as an effective approach for the digital generation in achieving customer engagement. The results of the research show that retail stores in Basra, Iraq, are not very interested in using inbound marketing for customer engagement. The limitations of this research are that the respondents were only used in one particular area and the objects studied were limited to the sale of meat, vegetables and seafood. Suggestions for future research are to explore this by broadening the scope of variables that might influence the buying interest of married women from generations consumer behavior in the food category. In addition, involving qualitative aspects such as interviews or focus groups can provide a deeper context for understanding the motivations and preferences of married women in the context of purchasing food products.

#### Acknowledgment

This research was financed by the Bina Sarana Informatics Foundation Lecturer Research Grant for the 2022/2023 Academic Year in accordance with the work cooperation agreement (SPK) implementing the research grant Number: 150/6.02/UBSI/X/2023. Date: 18 October 2023.

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