

# **Digital Marketing Strategies to Sales of SME's Gempolklutuk Village Products**

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## **Abstract**

The purpose of this study was to selected digital marketing strategies in increasing sales of MSME products in Gempolklutuk Village at Sidoarjo Regency. The research used was survey research in which the entire population was used as a respondent, which was all UMKM in Gempolklutuk village, totaling 75 respondents. The variables used were exogenous variables, endogenous variables, and mediating variables. exogenous variables consist of websites and Instagram endogenous variables consist of product sales mediating variables consist of YouTube. data collection techniques using questionnaires, data analysis techniques using PLS-SEM which consists of outer model analysis, inner model analysis and hypothesis testing. The results showed that the effect of digital marketing strategies using websites and Instagram on YouTube was 29.1%, while the effect of digital marketing strategies using websites and Instagram on product sales was 31.2%. based on the r-square value of each variable, a mean value of 0.33 or 33% was obtained, where the model in this study was categorized as moderate. The results of hypothesis testing showed that the website had a not significant effect on YouTube, the website had a not significant effect on product sales, Instagram has a significant positive effect on YouTube, Instagram has a significant positive effect on product sales, YouTube has no significant effect on product sales, websites and Instagram have no significant effect on product sales via YouTube.

## **Keywords**

Digital marketing strategy, website, Instagram, YouTube, product sales.

## **1. Introduction**

The Village of Gempolklutuk, located in Tarik district, Sidoarjo regency, is a village with a large landscape of rice fields where most of the people work as farmers. The crops obtained from Gempolklutuk Village are rice, sugar cane, and soybeans. Gempolklutuk Village so far has a website portal that provides information about village activities. The development of the village towards a digital village has started to be carried out by the village head by creating a new official page belonging to Gempolklutuk Village. The development process towards digital certainly requires collaboration between the community and the government to make a digital village. According to Simpson (2020) the digitization process must be supported by adequate infrastructure such as internet networks, computers, smartphones, and their accessories. The existence of infrastructure support helps a village become a digital village that is able to develop so as to have a positive impact on the country's development. Empowerment of MSMEs in Gempolklutuk Village using digital marketing which can later increase marketing and especially sales of MSME products which are expected to have an impact on the welfare of village communities.

Gempolklutuk Village has several MSMEs, namely Cultivating Catfish, Salted Eggs, Makaroni, and Samiler Crackers. The MSME of Gempolklutuk Village products are also marketed outside cities such as Surabaya, so that the products owned by Gempolklutuk Village can also compete in the community. To make it happen, the challenge currently faced by all marketers is to increase/create consumer loyalty. Converting consumers who used to be indifferent to consumers who can be loyal and build long-term relationships is very important for the success of Gempolklutuk MSMEs (Kaur & Bhardwaj 2021). Digital Marketing has the meaning of marketing or promoting a brand or product through the digital world or the Internet. Technological developments are increasingly fast causing MSME competition to become more stringent. In this era of globalization, companies must be able to adapt to existing technological developments so as not to be left behind in competition with competitors. One way is to

involve the implementation of technology in it, namely with a website. Websites or the internet can be used as marketing media, selling products or services or even supporting the operational activities of an MSME. According to a survey conducted by "Internet World Stats" that nearly 90% of internet users use search engines to find information in the form of videos, images or documents. Most of these internet users no longer use the first two pages of search engines. Nearly 70% of internet users have never clicked directly on a previously known website. This condition is in contrast to what exists in Gempolklutuk village MSMEs, where MSME actors do not understand how to use digital marketing strategies to increase product sales. Even though they already have a village website that can be used for digital marketing activities for Gempolklutuk village MSMEs. One strategy that can be used in digital marketing is SEO (Search Engine Optimization) or search engine optimization. This technique can make UMKM websites on the first page when entering search keywords related to content.

MSME of Gempolklutuk Village in carrying out their digital marketing strategy by optimizing websites, YouTube and Instagram so that they get more and more visitors, of course, increasing the opportunities for MSMEs to get buyers or consumers. By looking at the facts, this phenomenon certainly provokes companies to take advantage of the sophistication of technology that is currently rife in digital marketing activities. So that the promotions carried out will be more optimal and have a good impact on the sustainability of the company. MSME of Gempolklutuk village are no exception. So far, they have been selling their products through digital media. However, this company in implementing its product marketing strategy has not focused on the needs and interests of its digital marketing activities as the main indicator. Based on the facts above, the formulation of the problem from this research which will be further tested is Digital Marketing Strategy to Increase Product Sales of Gempolklutuk Village SMEs.

### **1.1. Objectives**

This study aims to find out and propose the right digital marketing strategy for MSMEs in Gempolklutuk Village, Tarik District, Sidoarjo Regency. This is intended to support the digital marketing strategy that has been carried out by 75 Gempolklutuk Village SMEs both through the website, Instagram and YouTube. It is hoped that through this research, MSMEs in Gempolklutuk village can apply the right digital marketing strategy to increase product sales.

## **2. Literature Review**

### **2.1 Digital Marketing Strategy**

The Digital Marketing Strategy is part of the marketing strategy, where the success of the marketing strategy lies in the right decisions in determining Segmentation-Targeting-Positioning (STP). Digital Marketing Strategy can be defined as a way to win over competitors through digital marketing activities. According to (D.H. Saputra et al. 2020) digital marketing has a broader scope because digital technology applications form online channels and bring them to market through (websites, email, databases, digital television, and blogs, feeds, podcasts, social networks, etc.). As well as through the latest innovations that can contribute to marketing activities. The digital marketing strategy should be aligned with the organizational strategy, by developing the right and well-integrated digital technology that will significantly increase sales. Some of the results of the research conducted show that there is a significant influence from the use of digital media on the number of sales. The more intensely digital media is used, the sales of products will also increase (Ayuni 2019). According to (Ryan & Jones 2009; Susanti 2020), digital marketing dimensions in terms of promotion in the marketing mix include: Website, youtube, Instagram.

### **2.2. Website**

Website is a collection of pages that are used to display text information, still or moving images, animation, sound, and/or a combination of all of them, both static and dynamic, which form a series of interrelated buildings, each of which is connected by a network. -page network (R.B.Lukito et al. 2014). Based on the results of a Netcraft survey, it was noted that there were 629,939,191 websites active on the internet in January 2013 (Anonymous 2013). Even with so many users, if you compare it to an offline store, the website is a strategic location that many people pass by and is famous for the quality of goods and services sold.

### **2.3. Instagram**

Instagram is a social media application which is one of the digital media that has features that can make photos of a product more beautiful, more artistic and to be better (Atmoko 2012).

### **2.4. You Tube**

YouTube is a video sharing community which means that YouTube users can upload and view all kinds of video clips online using any web browser. These videos can be in the form of tutorials, entertainment and so on (Miller, 2009).

### 3. Research Model

The research model was built based on research results which stated that social media websites, Instagram and YouTube have benefits for increasing sales, brand awareness, building relationships with other partners, increasing traffic, getting customers, and getting new views on the market (Stelzner 2020). Research findings regarding the role of websites in improving various marketing parameters and can be used to assist marketers in developing effective strategies in marketing Ravneet Singh's products (Bhandari et al. 2018). YouTube is currently referred to as one of the most popular video databases in the internet world. YouTube with its technological advancement features is considered the most capable of meeting needs (Pramesti et al. 2019). User information. Instagram is an application that is used to share photos and videos. Instagram is also one of the social media with benefits, namely as a direct marketing medium (Asriyani et al. 2020).

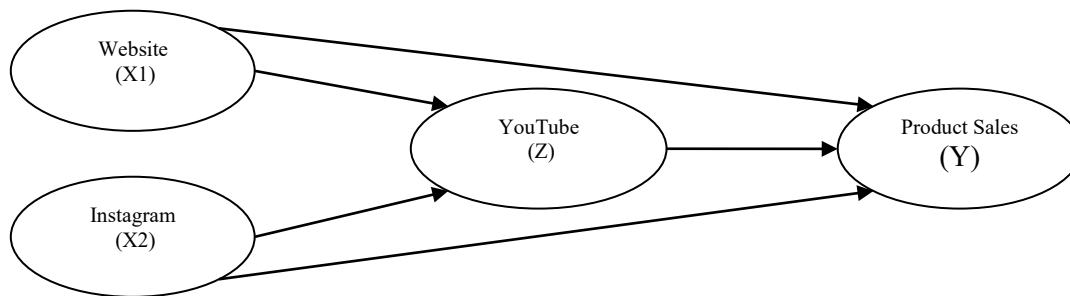


Figure 1. Conceptual Framework

Based on the literature review and previous research, the research hypothesis can be formulated as follows:

- H1: The website has a positive and significant effect on YouTube.
- H2: Website has a positive and significant effect on product sales.
- H3: Instagram has a positive and significant effect on YouTube.
- H4: Instagram has a positive and significant effect on product sales.
- H5: Youtube has a positive and significant effect on product sales.
- H6: Website has a positive and significant effect on product sales through YouTube
- H7: Instagram has a positive and significant effect on product sales through YouTube

### 4. Methodology

The research used was survey research in which the entire population was used as respondents, which were all SMEs in Gempolklutuk, Tarik Sidoarjo sub-district, totaling 75 respondents. The variables used were exogenous variables, endogenous variables, and mediating variables. exogenous variables consist of websites and Instagram endogenous variables consist of product sales, mediating variables consist of YouTube. data collection techniques using questionnaires, data analysis techniques using PLS-SEM which consists of outer model analysis, inner model analysis and hypothesis testing.

### 5. Result and Discussion

#### 5.1.1. Evaluasi Model Pengukuran (Outer Model)

The evaluation of measurement model in this study consisted of three tests, namely validity indicators, construct reliability, and Average Variance Extracted (AVE) values. The results of the indicators of validity, reliability, and Average Variance Extracted (AVE) will be explained as follows:

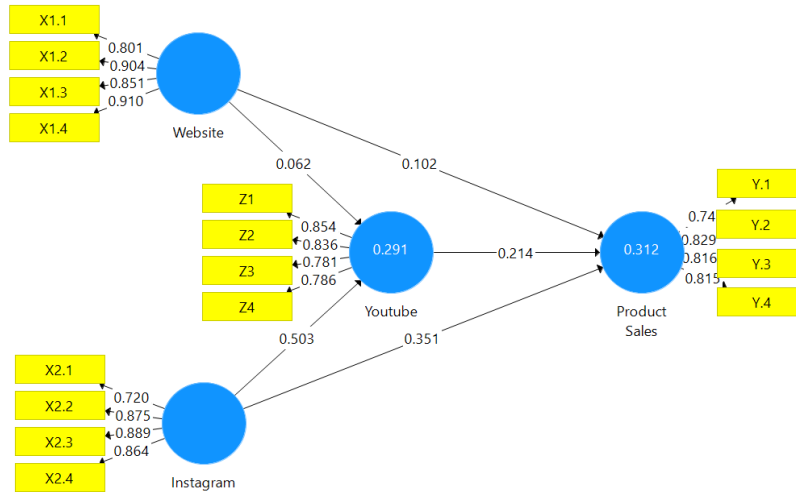


Figure 2. Outer Model  
 source: data processed SEM-PLS 2022

### 5.1.1.1 Construct Validity

The results of the convergent validity test show that the loading value ( $\lambda$ ) from X1.1 to X1.4 is more than 0.50, so that all statement items are statistically significant and valid in measuring the effect of website variables. The results of the Instagram variable from the convergent validity test show that the loading value ( $\lambda$ ) from X2.1 to X2.4 is more than 0.50 so that all statement items are statistically significant and valid in measuring the Instagram variable. The results of the Youtube variable from the convergent validity test show that the loading value ( $\lambda$ ) from Z1 to Z4 is worth more than 0.50 so that all statement items are statistically significant and valid in measuring the YouTube variable. The results of the Product Sales variable from the convergent validity test show that the loading value ( $\lambda$ ) from Y1 to Y4 is more than 0.50 so that all statement items are statistically significant and valid in measuring the Product Sales variable.

Table 1. Construct Validity

Variable	Website	Instagram	YouTube	Product Sales	P Values
X1.1	0.801				0.000
X1.2	0.904				0.000
X1.3	0.851				0.000
X1.4	0.910				0.000
X2.1		0.720			0.000
X2.2		0.875			0.000
X2.3		0.89			0.000
X2.4		0.864			0.000
Z1			0.854		0.000
Z2			0.836		0.000
Z3			0.781		0.000
Z4			0.786		0.000
Y1				0.745	0.000
Y2				0.829	0.000
Y3				0.816	0.000
Y4				0.815	0.000

source: data processed SEM-PLS 2022

### 5.1.1.2 Construct Reliability

Table 2. Construct Reliability

Variable	Cronbach's Alpha	Reliability Composite
Website	0.859	0.905
Instagram	0.815	0.878
YouTube	0.893	0.924
Product Sales	0.832	0.888

source: data processed SEM-PLS 2022

The results of the combined reliability of the variables website, Instagram, YouTube, product sales are more than 0.60, which means that the four variables have good reliability. In addition, these four variables also have a Cronbach's alpha value of more than 0.6.

### 5.1.1.3 Average Variance Extracted (AVE)

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Website	0.705
Instagram	0.643
Youtube	0.753
Product Sales	0.664

source: data processed SEM-PLS 2022

The AVE value of the variable website, Instagram, YouTube, product sales is more than 0.50. Thus, it can be interpreted that the four variables have good convergent validity values.

### 5.1.2. Evaluation of the Measurement Model (Inner Moder)

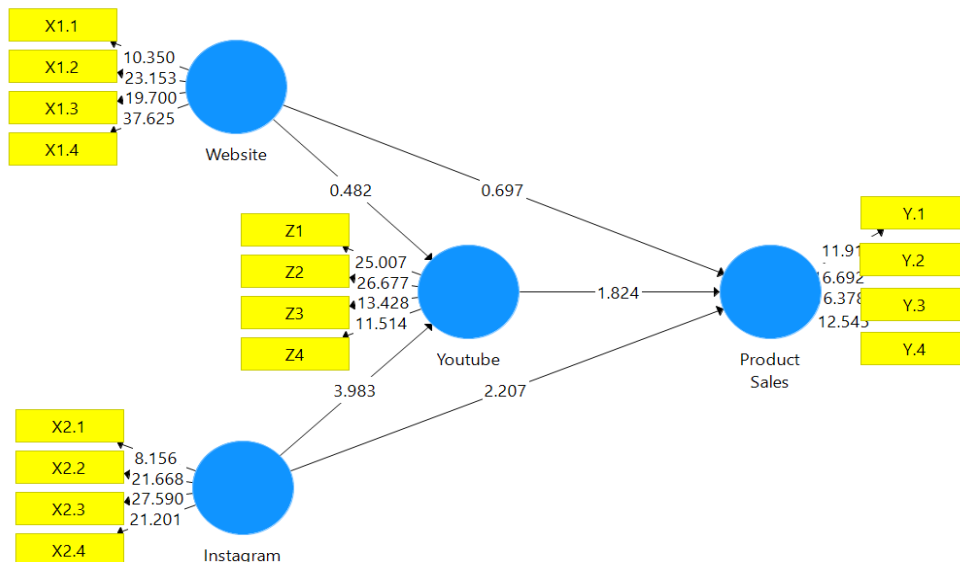


Figure 3. Inner Model

source: data processed SEM-PLS 2022

### 5.1.2.1 R-Square

The structural model assessing with PLS can be seen from the R-Square value of each endogenous latent variable as the predictive power of the structural model where the R-Square values are 0.75 (Strong), 0.50 (moderate) and 0.25 (weak)(Sugiono. 2018) to see if the model meets the visible model with an SMSR score of 0.1 (Backer et al. 2018)

Table 4. R-Square

Variable	R Square	Adjusted R Square
<i>YouTube</i>	0.291	0.271
Product Sales	0.312	0.283
Mean	0.3	

source: data processed SEM-PLS 2022

Based on table 4, it can be seen that the influence of digital marketing strategies using websites and Instagram on YouTube is 29.1%, while the influence of digital marketing strategies using websites and Instagram on product sales is 31.2%. based on the adjusted r-square value of each variable, an average value of 0.6285 or 62.8% is obtained, where the model in this study is categorized as moderate (Backer et al. 2018).

### 5.1.2.2 Q-Square

The Q-Square value is less than 0 (Zero), so the model has little or no predictive relevance (Chin, 1998). The predictive relevance value is obtained by the formula (Hair 2011).

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R21) \times (1 - R22)] \\
 &= 1 - [(1 - 0.291) \times (1 - 0.312)] \\
 &= 1 - (0.709 \times 0.769) \\
 &= 1 - 0.545 \\
 &= 0.455
 \end{aligned}$$

Based on the calculation results above, the q-square value is 0.455. This shows a moderate diversity of research data that can be explained by the research model of 45.5%. while the remaining 54.5% is explained by other factors that are outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

### 5.1.2.2 Fit Model

Table 5 shows an SMSR value of 0.085 where the score is less than 0.1 and the NFI value is 0.718 which is less than 1, which means that the fit criteria model and the results of calculating the GoF score produce a score of 0.455 which is included in the moderate category, which means that the model meets the fit model criteria. with the data.

Table 5. Fit Model

	Model Saturated	Model Estimasi
SRMR	0.085	0.085
d_ ULS	0.993	0.993
d G	0.516	0.516
Chi_Square	217.577	217.577
NFI	0.718	0.718

source: data processed SEM-PLS 2022

### 5.1.3.Hypothesis Testing

The first hypothesis shows that "the website has a positive and significant effect on YouTube". The test results regarding the influence of the website on Youtube are as follows:

Table 6. The First Hypothesis

	<i>Original Sample (O)</i>	<i>Standard Deviation (STDEV)</i>	<i>P Values</i>
Website → Youtube	0.062	0.129	0.630

source: data processed SEM-PLS 2022

Table 6 explains that the website has a significant positive effect on YouTube, seen from the resulting coefficient value of 0.687 with a P-Value of more than 0.05, which is 0.630. Therefore, it can be concluded that the first hypothesis has been not verified.

The second hypothesis is that "websites have a positive and significant effect on product sales". The test results regarding the influence of the website on product sales are as follows:

Table 7. The second hypothesis

	<i>Original Sample (O)</i>	<i>Standard Deviation (STDEV)</i>	<i>P Values</i>
Website → Product Sales	0.102	0.113	0.697

Table 7 above explains that websites have a significant positive effect on product sales, as seen from the resulting coefficient value of 0.249 with a P Value of more than 0.05, namely 0.697. Thus it can be concluded that the second hypothesis has been not proven.

The third hypothesis shows that "Instagram has a positive and significant effect on YouTube". The test results regarding the influence of Instagram on YouTube are as follows:

Table 8. The third hypothesis

	<i>Original Sample (O)</i>	<i>Standard Deviation (STDEV)</i>	<i>P Values</i>
Instagram → YouTube	0.503	0.126	0.000

source: data processed SEM-PLS 2022

Table 8 explains that Instagram has a significant positive effect on YouTube, as can be seen from the resulting coefficient value of 0.438 with a P Value of less than 0.05, which is 0.000.

The fourth hypothesis shows that "Instagram has a positive and significant effect on product sales". The test results regarding the influence of Instagram on product sales are as follows:

Table 9. The Fourth Hypothesis

	<i>Original Sample (O)</i>	<i>Standard Deviation (STDEV)</i>	<i>P Values</i>
Instagram → Product Sales	0.351	0.159	0.028

source: data processed SEM-PLS 2022

The table 9 above explains that Instagram has a significant positive effect on product sales, seen from the resulting coefficient value of 0.302 with a P Value smaller than 0.05, namely 0.028.

The fifth hypothesis states that "youtube has a positive and significant effect on product sales". The test results regarding the influence of YouTube on product sales are as follows:

Table 10. The Fifth Hypothesis

	<i>Original Sample (O)</i>	<i>Standard Deviation (STDEV)</i>	<i>P Values</i>
<i>Youtube</i> → Product sales	0.214	0.117	0.069

Table 10 explains that YouTube has no significant effect on product sales, judging from the P-Values greater than 0.05, namely 0.069. Therefore, it can be concluded that the fifth hypothesis is not proven at a significance level of 0.05 but accepted at a significance level of 0.1. The sixth hypothesis shows that "the website has a positive and significant effect on product sales through YouTube". The test results regarding the influence of the website on product sales through YouTube are as follows:

Table 11. The Sixth Hypothesis

	<i>Original Sample (O)</i>	<i>P Values</i>
Website → <i>youtube</i> → Product sales	0.013	0.712

source: data processed SEM-PLS 2022

Table 11 explains that the website has no significant effect on product sales through YouTube, seen from the resulting coefficient value of 0.013 with a P-Value of less than 0.05, namely 0.712.

The seventh hypothesis shows that "Instagram has a positive and significant effect on product sales through YouTube". The test results regarding the influence of Instagram have a positive and significant effect on product sales via YouTube are as follows:

Tabel 12. Hipotesis Ketujuh

	<i>Original Sample (O)</i>	<i>P Values</i>
Instagram → <i>Youtube</i> → Product sales	0.107	0.126

source: data processed SEM-PLS 2022

The table 12 above explains that Instagram has no significant effect on product sales through YouTube, seen from the P-Value which is greater than 0.1, namely 0.126.

## 5.2. Discussion

### 5.2.1. The effect of Website on youtube

The results of the study show that the influence of the website on YouTube is not significantly. This is not in line with research by Titannia, A. P. (2022).

### 5.2.2. The effect of Website on product sales

The results of the study show that the direct effect of the website on product sales in small and medium enterprises in Gempolklutuk village shows is not significant effect, this is not in line with the research of Haryono, S. (2018), Hendrawan, A. (2019) and Darmanto, A., Pradiani, T., & Ruspitasari, W. D. (2021). Some findings in the field also show that the village website, which has a special menu for the Umkm Gempolklutuk village website, is frequently visited, which in turn makes contact and sales transactions.



### **5.2.3. The effect of Instagram on YouTube**

The results of the study show that the influence of Instagram on YouTube is significantly positive. This means that the higher Instagram visits, the higher YouTube visits. This is in line with research by Rinarto, D. L. (2021) and Renata Cut, D. (2021). Field findings also show that Instagram visitors to Gempolklutuk village also watch Gempolklutuk village YouTube.

### **5.2.4. The effect of Instagram on product sales**

The results of the study show that the direct effect of Instagram on product sales in small and medium enterprises in Gempolklutuk village shows a positive and significant influence, this is in line with the research of Latief N. (2019), Pramudita, A. S. (2019). Some findings in the field also show that the Instagram of Umkm in Gempolklutuk Village is often visited which in turn makes contact and sales transactions.

### **5.2.5. The effect of Youtube on product sales**

The results of the study show that direct effect of YouTube on product sales in small and medium enterprises in Gempolklutuk village shows an not significant effect, this is not in line with the research of Nurwidiyanto, F. & Lutfie, H. (2020) and Galang, T. (2021) . Some findings in the field also show that the existence of Gempolklutuk Village YouTube is not optimal in marketing products from SMEs so that it is not yet effective in generating sales transactions..

### **5.2.6. The effect of the website on product sales through YouTube**

The results of the study show that the indirect effect of the website on product sales via YouTube in small and medium businesses in Gempolklutuk village shows an not significant effect, this is not in line with the research of Hendrawan, A. (2019) and Fanreza, R., & Shilvana, R. (2021). Some findings in the field also show that the village website which has a special menu for the Gempolklutuk village umkm website is frequently visited which in the end also watches Gempolklutuk village YouTube, but because the YouTube content has not advertised MSME products specifically, it has not had an impact on product sales.

### **5.2.7. The influence of Instagram on product sales through YouTube**

The results of the study show that the indirect effect of Instagram on product sales via YouTube in small and medium businesses in Gempolklutuk village shows that the effect is not significant, this is not in line with the research of Hendrawan A. (2019) and Fanreza, R., & Shilvana, R. (2021). Some findings in the field also show that the village website, which has a special menu for the Gempolklutuk Village Umkm website, is frequently visited which in the end also watches Gempolklutuk Village YouTube, however, because YouTube content has not advertised MSME products specifically, it has not had an impact on product sales.

## **6. Conclusions and Recommendations**

### **6.1 Conclusions**

Based on the results of research and discussion conducted by researchers, the following conclusions can be drawn:

1. The path coefficient value obtained from the effect of the website on YouTube is 0.062 with a P-Value of 0.630 ( $>0.05$ ). The results obtained indicate that the website has a significant positive effect on YouTube. This means that the higher the website is visited, the higher YouTube is visited. Thus, H1 is not accepted.
2. The path coefficient value obtained by the effect of the website on product sales is 0.102 with a P-Value of 0.697 ( $>0.05$ ). The results obtained indicate that the website has a significant positive effect on product sales. This means that the higher the website visited, the higher the product sales. Thus, H1 is not accepted.
3. The path coefficient value obtained by the influence of Instagram on YouTube is 0.503 with a P-

Value of 0.00 ( $<0.05$ ). The results obtained indicate that Instagram has a significant positive effect on YouTube. This means that the higher the visit to Instagram, the higher the visit to YouTube. Thus, H1 is accepted, and H0 is rejected.

4. The path coefficient value obtained by the effect of Instagram on product sales is 0.351 with a P-Value of 0.02 ( $<0.05$ ). The results obtained indicate that there is a significant positive effect on Instagram on product sales. This means that the higher the visit to Instagram, the higher the product sales. Thus, H1 is accepted, and H0 is rejected.
5. The path coefficient value obtained by the effect of YouTube on product sales is 0.214 with a P-Value of 0.069 ( $> 0.05$ ). The results obtained indicate that there is no influence between YouTube on product sales. Thus, H1 is accepted, and H0 is rejected.
6. The path coefficient value obtained by the influence of the website on product sales through YouTube is 0.013 with a P-Value of 0.712 ( $> 0.05$ ). The results obtained show that there is no significant effect of the website on product sales via YouTube. H1 is rejected, and H0 is accepted.
7. The path coefficient value obtained by Instagram for product sales via YouTube is 0.107 with a P-Value of 0.126 ( $> 0.05$ ). The results obtained show that Instagram has no significant effect on product sales via YouTube. Thus, H1 is rejected, and H0 is accepted.

## **6.2 Rekomendasi**

The test results show that the role of website and Instagram on direct sales is positive and significant. Meanwhile, the role of YouTube on direct sales is not significant. Likewise, the role of website and Instagram on sales through YouTube is not significant. The results of this study indicate that to increase sales MSMEs in Gempolklutuk village must further optimize the existence of websites and Instagram as digital marketing media.

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