

Vol. 2 • No. 1 • Desember 2021

Page (Hal.) : 319 – 328

ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

© LPPM Universitas Pamulang

JL. Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : humanisproceedings@gmail.com



Special Issue :



Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

The MIS Digital Marketing on Fish Cultivation of SMEs In The Tangerang Selatan Region

Abdul Rahpin¹⁾; Santi¹⁾; Yosep Hendaris¹⁾; Yusnita Ika Puspitarini¹⁾, Sutoro¹⁾

Universitas Pamulang, Banten, Indonesia.

E-mail: a) Dulpin.abrah@gmail.com b) Santi.akunemail@gmail.com c) yusnita_ika@yahoo.co.id
d) yosephendaris95@gmail.com

Abstract: Fisheries information systems play a central role in providing support to outline and define management strategies aimed at ensuring the right balance between conservation of fishery resources and the economic benefits arising from the exploitation of these same resources. The fisheries sector management information system (MIS) function has the important objective of developing a solid Fisheries Information Management System, which is defined as an integrated set of related applications and processes that together support a country's national fisheries authority in achieving its business objectives through the provision of comprehensive, reliable data, timely, reliable and quality results. The function of the Fisheries Information Management System is to integrate a collection of relevant fisheries related information and make it available at the push of a button in the sense that it can be implemented in one digital-based application. The system must be in line with "best practice" data and information management, utilizing the latest technology to enable aquaculture small and medium enterprises (SMEs) to make timely decisions. And also need to enable electronic exchanges nationally and regionally involving partner institutions and the fishing industry itself. The National Development Planning System (SPPN) stipulated by the government in Law number 25 of 2004, each region is required to draw up a development plan in a systematic, directed, integrated, comprehensive and responsive manner to changes, in accordance with annual, medium-term and long-term plans. Digital Marketing can be interpreted as an electronic marketing tool, also known as Internet marketing. In contrast to traditional marketing, Digital Marketing takes marketing techniques and concepts, the application of which is through the electronic media of the internet. Basically, Digital Marketing brings together the technical and graphic aspects of online tools, through design, advertising, brand development, promotion and sales. Internet marketing offers the possibility to track almost every action a visitor or potential customer takes in response to a marketing message and how they navigate through the customer's buying cycle.

Keywords: MIS, Digital Marketing, SMEs, Fish Farming, Tangerang Selatan

INTRODUCTION

One of the main strategic economic sectors in Indonesia is the fisheries sector, so that the fisheries sector can be relied on by the government to be able to provide food commodities, employment opportunities and improve people's living standards. Factors that

influence the development of aquaculture in an area include land, geographical factors, natural conditions and competent human resources in their field. Fisheries information systems play a central role in providing support to outline and define management strategies aimed at ensuring the right balance between conservation of fishery resources and the economic benefits arising from the exploitation of these same resources. The demand for statistical information related to fisheries has experienced a significant increase over the last few years following the increasing attention paid to matters related to management and the number of small and medium enterprises in South Tangerang City, Banten, and local communities involved in aquaculture. fishery. The traditional duties of fisheries management by national and community authorities and Regional Fisheries Management Organizations are now shared with other institutional players. In particular, amendments to Title V of the Italian Constitution, which assign roles and responsibilities to local and provincial governments, require more detailed information on fisheries. The development of the system will be linked to changes in long-term strategic policy choices that occur at the regional level and are implemented in the Joint Fisheries Policy. The guidelines for this policy are stipulated by government regulations in Law number 25 of 2004.

Aquaculture activities in the city of South Tangerang so far have not had a good impact on business actors. However, the local government of South Tangerang City continues to strive for the development of fish farming and management of fish farming in accordance with Law number 23 of 2014 concerning local governments that have the affairs and authority to empower small and medium enterprises (SMEs) in the fisheries sector. The South Tangerang City Government needs to adjust to the potential of the community in its area to increase aquaculture production so that development in the South Tangerang city area can be achieved regularly with the main objective of improving the standard of living and welfare of the community and small and medium enterprises (SMEs) in the aquaculture sector. As a Regional Apparatus in South Tangerang City, the existence of the Department of Food Security, Agriculture and Fisheries has the main task of carrying out food security affairs for the fisheries, agriculture and marine sectors which are expected to have a major contribution to the welfare of the people of the South Tangerang Region, besides that it will have an impact on increasing people's incomes. affect the quality of life of people in the city of South Tangerang. In an effort to achieve its objectives, the development of the food, agriculture and fisheries security sector must follow the planning rules set by the government in a directed and well-planned manner. The National Development Planning System (SPPN) stipulated by the government in Law number 25 of 2004, each region is required to draw up a development plan in a systematic, directed, integrated, comprehensive and responsive manner to changes, in accordance with annual, medium-term and long-term plans.

As a digital marketer or other, small and medium businesses (SMEs) in aquaculture must have a complete understanding of customers. This explains the common differences between digital marketing tools that entrepreneurs currently use in marketing fish and fish products. Strategy in digital marketing is defined as keywords or phrases used by someone to gather information about a topic online. Usually people enter keywords in search engines like Google, Bing or social media sites like twitter, facebook, LinkedIn and so on to hatch the information that customers are looking for. the number of people finding online businesses through keyword searches is increasing. One can grow business traffic and can prevent spending money on Pay per click campaigns through comprehensive keyword research. The keywords used by fish marketers include fresh fish, online fresh fish, kochi online fresh fish, online fish, online daily fish and so on.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Understanding Small and Medium Enterprises

Small & Medium Enterprises (SMEs) is a form of business that is seen according to the scale of home businesses and mini businesses only having a number of employees between 1-19 people. Meanwhile, medium-sized enterprises have between 20-99 employees (BPS, 2004). These SMEs have been proven as a form of business that can survive the economic

crisis that has occurred in Indonesia. Small & Medium Enterprises (SMEs) is a field that makes a significant contribution to spur Indonesia's economic growth. This is because the absorption of SMEs to work energy is very high & close to small communities. Statistics of Indonesian workers prove that 99.5% of Indonesia's workforce works in the SME sector (Kurniawan, 2008). This is fully realized by the government, as a result, SMEs are one of the emphasis on development programs launched by the Indonesian government. Government policies towards SMEs are outlined in a number of laws & government regulations.

Aquaculture is the business of maintaining and breeding fish or other aquatic organisms. Aquaculture is also considered aquaculture or aquaculture considering that the aquatic organisms that are cultivated are not only based on the type of fish but also other aquatic organisms such as shellfish, shrimp and aquatic plants. Judging by the wording, the word aquaculture is taken based on the English word, namely Aquaculture. There are several definitions of aquaculture, for example put forward in several sources and the following is a definition of aquaculture from several experts: Aquaculture is a process of breeding aquatic organisms based on the production process, handling output to marketing. Aquaculture is an effort to produce biota or aquatic organisms through the application of domestication techniques (creating environmental conditions such as using the original place of the original cultured organisms), growth to economic-oriented business management. Based on the constituent terms, aquaculture is of course composed of 2 terms, namely aquaculture and fisheries. According to the Big Indonesian Dictionary, culture is a business that is useful and provides output, while fisheries are everything that works together with catching, rearing and cultivating fish. As stated above, in the field of deep fisheries, fish is usually defined broadly not only to refer to aquatic animals that have scales and breathe using gills, but also include all organisms that live in water such as shrimp, shellfish, to aquatic plants. The benefits or outputs required by fish farming activities can also be in the form of fish production that can be sold, or can also be used for own consumption purposes. Besides that, aquaculture activities can also provide psychological benefits as a hobby or for entertainment, for example in ornamental fish cultivation.

Information System Management

According to Davis (2010:3) management information system is an integrated human or machine system to present information to support the operations, management, and decision-making functions in an organization. Along with the rapid advancement of information technology brings major changes in various areas of life. Many companies are aggressively conducting promotions to attract and retain consumers by utilizing information technology, especially the internet which continues to grow, including in the creation of websites and online-based product marketing. To be able to compete with competitors, an appropriate and innovative marketing strategy is needed to improve the marketing and business processes of the company.

The system is a network of mechanisms that are affiliated with each other, gathered together to carry out an activity or complete a certain goal. (Andri Kristanto, 2003:1) while information is a row of data that is processed as a form that is more useful and more meaningful for those who receive it. (Edhy Sutanta, 2004:6). Information is data that has been processed, or data that already has meaning, while data consists of a number of reports and numbers that are relatively meaningless to the user. Changes in data as coverage carried out by the processing of coverage (information processor). The processing of coverage is one of the key elements in the coverage system. (McLeod, 1997), A personal computer network is a group of autonomous personal computers that are affiliated with each other using a communication protocol through communication media so that they can share coverage, usage programs and hardware such as printers, hard drives, and so on. (Kristanto, 2003).

Digital Marketing

One of the marketing strategies that are currently developing is through the internet, especially websites which are currently growing rapidly. The website has become a fast,

broad, and easily accessible medium for disseminating information at a fairly affordable cost. Almost all small and large companies today have used the website to do marketing or better known as internet marketing (e-marketing). Marketing communications carried out through online media are often referred to as e-commerce which is defined in various ways by experts.

According to Hermawan, (2012). Digital marketing is an activity in the field of marketing that utilizes platforms found on the internet that have targeted consumers, besides that digital marketing can be interpreted as a way to market products or services through the internet or claimed to use web marketing, online marketing, e-marketing, or e-commerce marketing. . Digital marketing activities are used by business actors as a result of increasing the application of internet media in the market. Two benefits of digital marketing (Hermawan, 2012):

The cost is cheaper and easier for potential customers to reach so broadly than conventional advertising. The nature of digital marketing allows consumers to search and compare one product with another more conveniently. Promotion in the use of digital marketing provides a vast amount of information compared to using conventional media such as print, radio & television. Digital marketing is also able to store data accurately for companies.

METHODS

Activity Method

This activity applies the embodiment mechanism of research activities which are held in several stages, namely:

1. Initial stages consisting of:
 - a. Survey of the location of fish farming which is located in Serpong, South Tangerang-Banten Province.
 - b. Direct Observation to Captivity and fish farming so as to get detailed information about the object needed.
 - c. Carry out coordination meetings for the committee team and members on a regular basis regarding the distribution of responsibilities for students involved in the committee structure, formulate an agenda for the realization of activities, to compile reviews and activity reports.



Image: *Research Site Survey*

- d. Prepare Study Papers and journals to be submitted to the campus and the management of Fish Cultivation.
- e. Complete the administration of letters in preparation for activities.

- f. Collect and prepare materials and materials that will be submitted to the manager of fish farming SMEs.



Image: *Coordination Meeting and Research Preparation*

- g. Intensive guidance with journal lecturers in the context of preparing and writing scientific papers in the guidance activities, lecturers provide knowledge for students regarding technical and non-technical materials in research preparation. The guidance is carried out face-to-face at the Victor campus and online media.
2. The research implementation stage with the main event in the form of delivering material to community members or fish farming participants involved in fish cultivation in the Serpong area of South Tangerang through:
 - a. Dissemination of materials related to the application of a digital marketing-based management information system to fish farming SMEs in South Tangerang City.
 - b. Opening a question and answer session and discussion related to the material presented, namely the Implementation of a Digital Marketing-based Management Information System in fish farming SMEs.
 - c. Joint practice and training in groups to practice directly the simulation of the Implementation of Digital Marketing-based Management Information Systems in fish farming SMEs so that SMEs can apply and be accepted by the wider community.
 - d. The material deepening session in this session, the resource persons asked questions to the participants or fish farming managers, namely members of SMEs regarding the material that had been discussed so that the event was more lively and the committee prepared prizes for active participants.
 - e. Conduct ongoing guidance and training based on solutions to problems in SMEs Intense communication and dynamic discussions are carried out even though the Research event has ended where UKM members can contact students regarding problems that occur in the process of implementing a Digital Marketing-based Management Information System in fish farming SMEs.



Image: Research Implementation

3. In the reporting stage in one of the contract documents with the campus, students are obliged to carry out the preparation of journals or scientific papers and complete reports on the implementation of research before the stipulated time limit ends at this stage the preparation of reports on research activities by graduate students as a form of student accountability to the campus as assignor.

Problem Solution

Some of the actions in an effort to realize the solution to these problems can be seen in the implementation activities of providing material delivered by all group members, providing direction and knowledge to improve the ability of SME fish farming managers. Provide question and answer activities about the material to determine activity and memory, also provide fun games to achieve targets to increase pioneering knowledge. The basic thing that is offered to participate in solving problems is through counseling and training activities for SME managers or empowerment with members who are members of SMEs with the activity name "Implementation of Digital Marketing-based Management Information Systems in fish farming SMEs in South Tangerang City".

RESULT AND DISCUSSION

Small and medium businesses (SMEs) in aquaculture can carry out planning and design, adopting technology from logistics and financial management, to develop implementable and functional tools. Testing products for their vulnerability to misrepresentation of data integrity, as well as interfaces for data entry and food security, agriculture and fisheries both in South Tangerang and surrounding areas. South Tangerang City is currently facing serious challenges in the fields of social, cultural, economic and physical environmental conditions, especially in the development of the food security sector, agriculture and fisheries. South Tangerang City is a new city where most of the land is dominated by housing and settlements so that it shifts the portion of land supporting food security, namely the agricultural, livestock and fishery sectors, as a result the food, agriculture, animal husbandry and fishery sectors in South Tangerang City are not the main source of the city's economy. the.

Pak Sugiri is one of the managers of a fish farm in the South Tangerang area. Over the past year his business has grown and produced various types of fish such as guppies, betta fish, chef fish, catfish. This business is not difficult to do, only with an initial capital of five hundred thousand rupiah can get a significant income in just a short period of time. This fish farming management can be managed with flexible time, easy maintenance and can be done as a side business. Starting with a hobby, this business is able to earn a profitable income because it is managed independently with supporting equipment.

The following are details of the ornamental fish managed by Mr. Sugiri with varying sales prices, such as there are various types of guppy fish, such as young pair champion purple guppy fish, albino guppy fish, tuxedo guppy fish, mosaic guppy fish, red guppy fish,

magenta guppy fish, cobra guppy fish, leopard guppy fish types of guppy fish prices above the price varies from Rp. 40,000 to Rp. 100,000 depending on the type and size. These sizes include medium and jumbo, for medium size it has a size of 3-7 cm while the size of jumbo guppies reaches 12 cm.

Betta fish are usually six to eight centimeters in size and can live for an average of two years. How to distinguish male and female betta fish is also quite easy. Male betta fish have fins that tend to be long, while female betta fish have a shorter tail than male fish. Betta fish are divided into two types based on the eyes of the lovers, namely ornamental betta fish and complaining betta fish. Here are the characteristics of both:

Ornamental betta fish

1. Has long dangling fins and tail
2. Body color is light, not dull.
3. Has an attractive and attractive color variant, the movement is calm. If you see a betta fish making out with a female, the tail expands perfectly and shows a distinctive shape. Ornamental betta fish are often contested in terms of color beauty. The types of betta fish are serit (crown tail), half moon (halfmoon), action (placard), fork (double tail) and recently the giant type..

Betta Fish Fighter

1. Has the characteristics of the width and height of the fish from the neck to the tail looks the same thickness and size, but at the end of the tail the shape is usually reduced, the movement is aggressive. When you see other betta fish, the fins are fully expanded. The lips look thick and sturdy.
2. Usually the betta fish's mouth is tightly closed, not gaping. If you look at the lower lip there are spots and that characterizes his sharp teeth.

Goldfish Koi

Goldfish Koi, which has the Latin name "Carrasius auratur", was originally cultivated by the Chinese community from 960 to 1729. Initially, this goldfish form was the same as goldfish, because this type of fish came from one relative. The difference is goldfish do not have a pair of barbels in his mouth. Then during the Ming dynasty "1368-1644" goldfish's popularity began to rise, now from here came goldfish with varied and unique body shapes.

The shape of the goldfish is almost similar to the goldfish, because these two fish species come from the same family. But the difference is, goldfish do not have a pair of mouths in their mouths. Goldfish have easily recognizable characteristics, namely short, thick body, slightly bent back, and full fins consisting of pectoral fins, pelvic fins, dorsal fins, and caudal fins. Its short and round body shape is one of the characteristics that distinguishes it from other types of freshwater ornamental fish.

In addition to its unique body shape, cooked fish also have attractive scales and are relatively small in size. The mouth is at the middle end, which can be protruded or protactile. There are two pairs of barbels at the end of the mouth, while the esophageal teeth are arranged in three rows at the inner end of the mouth. Goldfish habitat is fresh water with slow, shallow and clean currents. Usually this fish can be found in lake or river areas. Goldfish can survive in aquatic environments with a pH between 6 and 7, a temperature of 27 to 30 degrees Celsius, and dissolved oxygen levels of 5 ppm. The goldfish that Mr. Sugiri cultivated are as follows:

1. Goldfish Koi Suihogan. This unique type of goldfish comes from China. One of his distinctive features is his upturned eyes with two large, fluid-filled sacs. This fish also has no dorsal fin and can grow up to 20 cm.
2. Goldfish Koi Ranchu. The Ranchu Goldfish is a goldfish with an unusual appearance and is often referred to as the king of goldfish by the Japanese. Cooked ranchu fish are known to be the result of experimental crossbreeding of different Chinese lion head species. The Ranchu head fish does not have an upper fin and consists of many colors ranging from orange, red, white, red and white, blue, black, white and black, and black and red.

3. Catfish. Catfish farming can use critical land that cannot be used for agricultural land, it can be used as a place for catfish cultivation because catfish can live in minimal waters and poor water quality and even lack of oxygen because catfish have respiratory trees that provide oxygen directly, can absorb it from the air. This is done by Mr. Sugiri in cultivating catfish by utilizing the vacant land behind his house with small capital, so that it can be done on a budget scale. The results of fish farming can be consumed alone as a complement to family food and the excess can be sold as additional family income so that the family is more prosperous. At first, Pak Sugiri, catfish farming was only a side activity, kept in a garden pond that absorbs domestic waste. Catfish have properties that allow them to survive in a dirty environment and lack of oxygen due to the decomposition process that occurs. In garden ponds, catfish receive leftover food from the kitchen so that catfish growth slows down. With the increase in fish consumption, farmers are encouraged to produce more catfish, so that cultivation techniques are also improved. There are criteria for catfish that exist in Pak Sugiri's captivity, namely BS (very large), broiler and sorting. Generally, catfish that sell well in the market for consumption or trade are broiler catfish with an average size of 1 Kg containing 6 to 9 tails. The BS size is cheaper because this size catfish is purchased for household consumption or for brood catfish. While sorting catfish is catfish that is not ready for sale because its size has not reached the size of a broiler or BS and it takes 10 to 20 days to become a broiler.

Fresh water pomfret

Pak Sugiri's freshwater pomfret has a slightly round or oval body shape, flat, and has a dark gray back and a grayish-red white belly. Also, almost completely round with a large nose, and prominent lower lip, which is endowed with sharp teeth. The results of the research from captive breeding of pak sugiri pomfret have gray fins up to 23 cm, pectoral fins under the gill cover, and separate pelvic and anal fins. This fish has a fairly thick flesh, red color, has a fine fiber, does not smell like fish and is rich in nutrients. In addition, this fish is also capable of producing eggs up to 3000-10,000 eggs, although the variety and quality of the parent fish is more important. Pomfret fish cultivated by Mr. Sugiri is sold to middlemen or restaurant traders.

From the results of the research above, the results of Pak Sugiri's fish cultivation are always sold through digital marketing which is included in the management information system, the digital marketing includes Facebook, Instagram, Whatsapp Bussinese. The progress and development of Mr. Sugiri's fish farming is supported by a good management information system starting from the selection of fish seeds using social media such as Facebook, Instagram and Whatsapp Bussinese so that Mr. Sugiri gets superior seeds at varied prices, selection of trending fish species. and marketable.

In the era of 2021, the role of technology is very important in the business world, especially in fish, supported by the Covid-19 pandemic, technology is very much needed during the Covid-19 pandemic, all sales or purchases are made online. Digital marketing itself provides a very important role for sales for fish farming SMEs that we observed in South Tangerang. Mr. Sugiri as the owner of the object of observation admits that the existence of digital marketing is enough to increase their turnover, because it provides convenience in marketing products, as well as establishing business relationships with buyers. This digital marketing can also expand the market. increased buyer confidence due to information that is always updated by SMEs in several marketplace platforms such as Whatsapp, Facebook, Instagram and others.

CONCLUSIONS

Digital marketing-based management information systems have a positive influence on business actors. The existing marketing strategy will also have an impact on fish farming. Providing convenience for buyers, including knowing the availability of the type of item to be purchased, being able to find sellers according to the desired location at a price according to

their budget, making it easier for buyers to find more varied sellers with ratings and reviews and other customers. For the sellers themselves, it is easier to set prices, to get small and large party buyers, to get competitive profits, to attract new customers, to save marketing costs, to be flexible to do and control marketing and sales because they can be accessed anywhere and anytime, more targeted, see results in real time, can make changes and sales development accurately and quickly. Digital marketing itself provides a very important role for sales for fish farming SMEs that we observed in South Tangerang. Mr. Sugiri as the owner of the object of observation admits that the existence of digital marketing is enough to increase their turnover, because it is given convenience in marketing products, as well as establishing business relationships with buyers. Digital marketing can also expand market share. Increase buyer trust because of the information that is always updated by SMEs in several marketplace platforms such as Whatsapp, Facebook, Instagram and others.

The author's suggestion for Business Actors and Readers is that every SME business actor is expected to be technology literate, in order to keep up with the times in the 5.0 industrial era or technology information, actively branding by uploading selling items, and providing detailed and as-is information. With the development of technology, it will help develop SMEs or fish farming businesses and other businesses. With the development of innovation in terms of products, it is hoped that pioneers will be able to develop their business to a higher level and be able to expand their business so that they can be distributed outside the city or even globally.

ACKNOWLEDGEMENT

Authors thank very much to all lectures of Magister Management of Graduate Studies Program of University of Pamulang (UNPAM) for their support and superintendence. Authors are also very appreciative to all family members and friends of the 2020 MM001 Master of Management program.

REFERENCE

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson uk.
- Elpawati, E., Pratiwi, D. R., & Radiastuti, N. (2015). Aplikasi effective microorganism 10 (EM10) untuk pertumbuhan ikan lele sangkuriang (*Clarias gariepinus* var. Sangkuriang) di kolam budidaya lele jombang, tangerang. *Al-Kauniah: Jurnal Biologi*, 8(1), 6-14.
- Harras, H., Sugiarti, E., & Wahyudi, W. (2020). Kajian Manajemen Sumber Daya Manusia Untuk Mahasiswa.
- Jabar, M. A., Bakri, M., Purnama, A., Hudri, F., Mahendra, V. R., & Rahman, A. S. (2021). Meningkatkan Sumber Daya Manusia Dalam Upaya Budidaya Ikan Cupang Dimasa Covid-19. *Jurnal Pengabdian Kepada Masyarakat (PKM): Kreasi Mahasiswa Manajemen*, 1(2), 109-118.
- Jauhari, J. (2010). Upaya pengembangan usaha kecil dan menengah (UKM) dengan memanfaatkan e-commerce. *JSI: Jurnal Sistem Informasi (E-Journal)*, 2(1).
- Lesmana, R., Sunardi, N., & Kartono. The Effect of Financing and Online Marketing on MSMEs Income Increasing at Intermoda Modern Market BSD City Tangerang Selatan. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(7), 25-34
- Lesmana, R., Sunardi, N., Hastono, H., & Widodo, A. S. (2021). Perceived Quality Membentuk Customer Loyalty via Brand Equity pada Pengguna Smartphone Merek Xiaomi di Tangerang Selatan. *Jurnal Pemasaran Kompetitif*, 4(2), 157-167
- Lesmana, R., Sutarman, A., & Sunardi, N. Building A Customer Loyalty Through Service Quality Mediated by Customer Satisfaction. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(3), 38-45

- Rudy, R., Sunardi, N., & Kartono, K. (2020). Pengetahuan Keuangan dan Love Of Money pengaruhnya terhadap Pengelolaan Keuangan Pribadi dan dampaknya terhadap Kesejahteraan Masyarakat Desa Cihambulu, Kec. Pabuaran Kab. Subang. *Jurnal SEKURITAS (Saham, Ekonomi, Keuangan dan Investasi)*, 4(1), 43-56.
- Ryan, D. (2016). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.
- Sunardi, N., & Lesmana, R. (2020). Konsep Icepower (Wiramadu) sebagai Solusi Wirausaha menuju Desa Sejahtera Mandiri (DMS) pada Masa Pandemi Covid-19. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 4(1).
- Sunardi, N., Lesmana, R., Kartono, K., & Rudy, R. (2020). Peran Manajemen Keuangan dan Digital Marketing dalam Upaya Peningkatan Omset Penjualan bagi Umkm Pasar Modern Intermoda Bsd City Kota Tangerang Selatan di Tengah Pandemi Covid-19. *Jurnal Abdi Masyarakat Humanis*, 2(1).
- Wahyu, W., & Salam, R. (2020). KOMITMEN ORGANISASI (Kajian: Manajemen Sumber Daya Manusia).
- Wahyudi, W. (2020). KINERJA DOSEN: KONTRIBUSINYA TERHADAP AKREDITASI PERGURUAN TINGGI. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 3(4), 401-410.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1(5), 69-80.