



Digital Marketing: The Role of Digital Marketing For Micro, Small, And Medium Enterprises In Pematang Serai Village

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ABSTRACT

This study aims to analyze the role of digital marketing in the development of Micro, Small, and Medium Enterprises (MSMEs) in Pematang Serai Village, Langkat Regency. By utilizing digital technologies such as social media and e-commerce platforms, MSMEs in this village strive to increase market reach, marketing efficiency, and the competitiveness of local products. The methodology used includes a qualitative approach through observation, interviews, and literature studies. The results show that the implementation of digital marketing has a positive impact on increasing sales and product recognition of MSMEs. Supporting factors for success include village government support, MSME enthusiasm, ongoing mentoring, and adequate digital infrastructure. However, challenges such as limited digital literacy and access to technology still need to be addressed. This study concludes that digital marketing has a strategic role in empowering MSMEs in rural areas and recommends improving training and digital infrastructure for sustainable MSME development.

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1. INTRODUCTION

Indonesia has approximately 64–66 million MSMEs, representing more than 99% of all businesses in the country. In 2023, the MSME sector's contribution to national GDP was recorded at approximately 61% (approximately IDR 9,580 trillion), employing approximately 117 million workers, or 97% of the total national workforce. This dominant role makes MSMEs the backbone of the national economy, even during crises such as the COVID-19 pandemic and global uncertainty.

The digital revolution has transformed various aspects of human life, including the business sector. Advances in information and communication technology enable businesses to market products more efficiently, reach a wider consumer base, and strengthen brand awareness through various digital platforms. Digital marketing is a strategy that uses internet-based media and digital devices to promote products or services to consumers. Digital marketing strategies support growth, development, and

execution of marketing activities that use digital technology and social media to achieve business goals such as increasing sales and customer loyalty[2]. Social media platforms help local community businesses connect in accessing information, increasing loyalty and meeting their needs [3]. Digital marketing has advantages in marketing products and is more personal because advertisements or messages are marketed directly to a predetermined target target, in this case internet users [4]. Creating engaging and informative content can increase audience interaction, such as increasing likes, comments, and shares on social media [5]. Digital content presented on social media has been quite a lot, but has received negative responses to visits and digital content that is not in accordance with reality[6].

From the various definitions put forward, social media marketing can be understood as a marketing approach that utilizes social media as a means to convey messages, build brand image, and create closer relationships with consumers [7]. The program implementation brings benefits in the form of increased knowledge and skills of MSME actors, product development, and more effective marketing strategies, including the application of digital technology in business activities [8].

Digital transformation has become a strategic necessity for MSMEs to expand their markets, increase efficiency, and build competitiveness. According to the 2022 MSME Empowerment Report, more than 99% of MSMEs that adopted digital services reported increased business productivity. Popular digital platforms, including Shopee, Tokopedia, TikTok Shop, and social media platforms like Instagram, Facebook, and YouTube, are used by more than 90% of MSMEs for marketing and sales. However, as of July 2024, only around 25.5 million MSMEs were truly connected to the digital ecosystem, or only <39.7% of the total 64.2 million MSMEs. Another survey cited similar figures: around 36–40% of MSMEs had entered digital platforms by 2023–2024. The majority of MSMEs, around 60%, still rely on traditional marketing methods and have not maximized the use of digital marketing professionals.

Responding to these potential and challenges, the Indonesian government has launched various programs, such as the National MSME Go Digital Movement, the SAPA MSME program, digital marketing training, and digital financing support through the People's Business Credit (KUR) and fiscal incentives such as a 0.5% final income tax (PPh) extended until 2025 for certain MSMEs. According to a press release from the Coordinating Ministry for Economic Affairs in August 2022, of the target of 30 million MSMEs going digital, approximately 64%, or 19.1 million MSMEs, had onboarded by May 2022. Private sector support is also strong, with platforms like Shopee recording over 1 billion MSME products sold through Shopee Live throughout 2024, and 72% of MSMEs using this feature as their primary digital marketing channel.

Various obstacles remain major obstacles to the digital transformation of MSMEs:

- a. Digital literacy and digital management skills remain low, leaving many MSME owners unfamiliar with digital branding or customer data analytics.
- b. Limited internet infrastructure, particularly in rural areas or rural underserved areas, makes it difficult to access digital platforms.
- c. MSMEs rarely use professional digital marketing services; an estimated 30–40% use professional social media management services to strengthen their branding and digital marketing.

This background illustrates that MSMEs make a crucial contribution to the national economy, yet digital marketing adoption remains uneven. Various academic studies have demonstrated that digital marketing has a positive impact on MSME performance. Government programs such as "UMKM Go Digital" and "SAPA UMKM" aim to increase the number of digital MSMEs to 30 million, but as of May 2022, only around 19.1 million have been reached, representing less than 30% of the total. MSMEs also use professional digital marketing services (around 30–40%).

The use of digital marketing among rural MSMEs remains very limited. This is due to several factors, including low digital literacy, limited access to training and mentoring, and limited human

resources with a comprehensive understanding of digital marketing strategies. A village with a vibrant entrepreneurial community is expected to drive the village economy, ultimately improving the welfare of its residents[9]. Based on the above explanation, the researcher is interested in conducting a study entitled "Digital Marketing: The Role of Digital Marketing for Micro, Small, and Medium Enterprises in Pematang Serai Village".

Although national data illustrates the importance of MSMEs and the benefits of digital marketing in general, there are few empirical studies specifically exploring the implementation and impact of digital marketing in the context of small villages like Pematang Serai. Even where initiatives exist, such as the use of Google Maps, their scale and focus are limited and do not involve a variety of digital marketing channels.

This research is important because:

- a. It fulfills the need for academic research on digital marketing for rural MSMEs, particularly those that have not yet been visualized in the local village context.
- b. It provides recommendations for digital marketing practices and strategies tailored to local characteristics, including which channels are most effective and can significantly increase revenue.
- c. It provides policy references for villages, districts, or relevant agencies to encourage the empowerment of rural MSMEs through inclusive and adaptive digital transformation.

2. METHOD

In this study, the researcher used an associative approach. Research methods are a scientific approach to collecting data for a specific purpose[10]. The associative approach aims to analyze the relationship between one variable and another, namely the dependent variable and the independent variable.

The research was conducted in the district of Tanjung Pura, Pematang Pura Village, Langkat Regency. District, Pematang Serai Village, Langkat Regency. This research was conducted from June 15, 2025 to August 25, 2025, in Pematang Serai Village. [6] Each member of the population has an equal chance of being selected as a sample when using a probability sampling approach. has an equal chance of being selected as a sample when using a probability sampling approach[11]. Three respondents were sent a questionnaire via Google Forms as part of the data collection process for this study. To measure a person's attitude, opinion, or impression of a particular statement or item, the researcher in this study used a Likert scale. Strongly Agree is worth five, Agree is worth four, Disagree is worth three, Strongly Disagree is worth five, and Strongly Disagree is worth one. Agree is worth four, Disagree is worth three, Strongly Disagree is worth two, and Strongly Disagree is worth one[12].

Tabel 1. Operational Definition

Variabel	Operational Definition	Indikator	Skala
Digital Marketing Adoption Rate (X1)	The extent to which SMEs integrate and utilize digital platforms such as Google Business, social media (e.g., Instagram, Facebook, TikTok), and local marketplaces (e.g., Tokopedia, Shopee, Bukalapak) in their marketing activities. This includes online presence, frequency of use, and effectiveness in increasing product or service visibility and sales.	1. Use of Google My Business. 2. Utilization of Social Media. 3. Participation in the Marketplace.	Likert
Digital Marketing (X2)	The strategic application of digital and internet technologies to achieve marketing objectives, such as increasing visibility, engagement, sales, or customer loyalty. This includes channels such as websites,	1. Website and traffic analytics. 2. Social media interactions and engagement.	Likert

Variabel	Operational Definition	Indikator	Skala
	social media, email, paid advertising, SEO, and other digital platforms.	3. Customer retention and satisfaction.	
The Main Challenges for MSMEs in Implementing Digital Marketing (X3)	Significant barriers preventing Micro, Small, and Medium Enterprises (MSMEs) from adopting and implementing digital marketing strategies include resources, infrastructure, knowledge, and the internal and external environment. These variables are multidimensional and can be measured through several concrete indicators.	1. Cybersecurity and data. 2. Competition and the digital landscape. 3. External regulation and support.	Likert
Digital marketing strategy (X4)	A sustainable digital marketing approach that involves formal training and the integration of two or more digital channels, such as Google Maps and social media, to enhance visibility, engagement, and conversions. This strategy is considered more effective if it is proven to produce higher performance improvements (such as brand awareness, sales, and customer retention) than using a single digital channel alone.	1. Audience interaction and engagement 2. MSME capabilities. 3. Practical utilization	Likert
Digital Marketing Mentoring and Training Program (Y)	a series of structured activities held to equip MSME actors with theoretical knowledge and practical assistance.	1. Effectiveness of formal training 2. Mentoring 3. Impact of the program on MSME performance	Likert

3. RESULTS AND DISCUSSION

3.1. Results

Validity test must be conducted to determine whether the questionnaire items shown to respondents are feasible. conducted to determine whether the questionnaire items shown to respondents are feasible. Each statement is considered valid if its validity is higher than (if) 0.30. its validity is higher than (>) 0.30. [13]

Table 2. Validity Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	49.2333	16.254	.860	.484
X2	49.2000	16.924	.782	.520
X3	51.5667	21.082	.197	.814
X4	49.4667	28.671	-.056	.815
Y	49.3333	18.506	.854	.529

Source: Primary Data Processed with SPSS, 2025

Reliability is the extent to which a measuring instrument shows a measuring instrument, accuracy indicates or accuracy. accuracy, accuracy, or precision. If the Cronbach's alpha of a questionnaire is better than 0.60, the questionnaire is considered reliable; if it is equal to or less than 0.60, the questionnaire is considered unreliable. alpha is better than 0.60, then it is considered reliable; if it is equal to or less than 0.60, then it is considered unreliable. The validity of the questionnaire statements sent by the author to the study participants is shown in the reliability statistics table below. from The

questionnaire statements sent by the author to the study participants are shown in the reliability statistics table below [14].

Table 3. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.708	5

Source: Primary Data Processed with SPSS, 2025

The statements given to respondents, which consisted of 20 items, had a Cronbach's Alpha value of 0.708 > 0.60, based on the SPSS results in Table 3 above, this shows that the statements are reliable [15].

Partial tests essentially show the extent of the influence of each independent variable, Digital Marketing Adoption Level (X1), Digital Marketing (X2), Main Challenges of MSMEs in implementing Digital Marketing (X3), Digital Marketing Strategy (X4), and Digital Marketing Mentoring and Training Program (Y). Based on Table 4, it can be seen that the most influential variable is the variable of Digital Marketing adoption level (X1) on the Digital Marketing Mentoring and Training Program (Y).

Table 4. T-test Results (Parsial)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.922	1.586		1.212	.237		
	X1	.723	.137	.884	5.269	.000	.226	4.422
	X2	-.035	.131	-.043	-.265	.793	.245	4.077
	X3	.082	.063	.138	1.300	.205	.569	1.758
	X4	.090	.104	.090	.862	.397	.579	1.727

a. Dependent Variable: Y

Source: SPSS processing of primary data, 2025

This F-test essentially shows whether all the independent variables included in the model have a joint effect on the dependent variable.

Table 5. F-Test Result (Simultas)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.910	4	9.978	33.011	.000 ^b
	Residual	7.556	25	.302		
	Total	47.467	29			
a. Dependent Variable: (Y)						
b. Predictors: (Constant), X4, X2, X3, X1						

Source: SPSS processing of primary data, 2025

From Table 5 above, it can be seen that the significance value is 0.000 and the calculated f value is 39.910. It can be seen from Table 5 above that the significance value is 0.000 and the calculated f value is 39.910. This shows that the calculated f value is greater because the calculated f value (33.011) > the table f value (2.72). greater because the calculated f value (33.011) > the table f value (2.72). In addition, the significance level is 0.000 < 0.050.000 < 0.05.[15]

Table 6. Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 ^a	.841	.815	.54978
<i>Predictors: (Constant), X4,X2,X3,X1</i>				
<i>b. Dependent Variable: Y</i>				

Source: SPSS processing of primary data, 2025

Based on Table 6, it is known that the influence of X (Digital Marketing Adoption Level (X1), Digital Marketing (X2), Main Challenges of MSMEs in Implementing Digital Marketing (X3), Digital Marketing Strategy (X4)) on Y (Digital Marketing Mentoring and Training Program) is 84.1%. While the remaining 15.9% is influenced by other variables outside those studied.

3.2. Discussion

The partial t-test results show that of the four independent variables studied, only the Digital Marketing Adoption Level (X1) has a significant influence on the Digital Marketing Mentoring and Training Program (Y). The t-value of 5.269 with a significance level of 0.000 confirms that digital marketing adoption is the most determining factor in increasing the effectiveness of mentoring and training programs. This finding indicates that MSMEs that are already at a higher level of digital adoption tend to be more ready to receive training interventions, utilize materials optimally, and implement digital strategies more consistently.

On the other hand, the variables Digital Marketing (X2), Main Challenges of MSMEs in Implementing Digital Marketing (X3), and Digital Marketing Strategy (X4) do not show a significant influence on Y. The significance value of all three is above 0.05, which means that the existence of challenges and strategies used do not directly determine the effectiveness of the mentoring program. This could mean that the challenges of MSMEs and the strategies implemented are still very diverse between actors, so they are not dominant factors that consistently influence the success of digital marketing mentoring and training programs.

These findings also indicate that an MSME's digital readiness as reflected in its level of digital marketing adoption serves as a key foundation before other strategies, challenges, or technical implementations can have a significant impact. In other words, a strong foundational understanding of and utilization of digital platforms is essential before training interventions can deliver maximum results.

4. CONCLUSION

Based on these findings, there are several implications to consider:

1. Prioritize increasing digital adoption:

Mentoring programs should initially focus on improving MSMEs' digital literacy and readiness. This can be done through introducing basic digital platforms, utilizing social media, and using simple digital marketing tools.

2. Training design should be tailored to adoption levels:

Since variable X1 is the most influential factor in program success, training materials should be divided based on the MSMEs' adoption levels—beginner, intermediate, and advanced. This helps ensure training effectiveness.

3. Challenges and strategies need to be explored more deeply:

Although not statistically significant in this model, the challenge and strategy factors remain important in practice. Further research could explore these factors using qualitative methods to understand their variations in greater detail.

4. The government and facilitators need to strengthen program sustainability:

Because training effectiveness is closely linked to adoption rates, mentoring programs need to be designed to be sustainable, not just one-off training. This will accelerate digital adoption among MSMEs.

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