

DIGITAL MARKETING TO BUILD THE ENTEPRENEURIAL SPIRIT OF TRADITIONAL CULINARY

Erni Wantini Widaningsih¹, Khaerul Syobar²

^{1,2}Master of Social Education Program, STKIP Pasundan Cimahi

¹erniwantini@gmail.com,

²khaerulsyobar@yahoo.com

Abstract

The study focuses on Kampung Adat Cireundeu, a community considered a stronghold of Sunda culture in West Java. It examines the role of digital marketing in fostering entrepreneurship, especially among teenagers. This research gathers and analyzes various relevant sources to understand how digital marketing can help the growth of entrepreneurship in Indigenous villages that maintain the Sunda Wiwitan tradition. This is done using literary study methods and ethnographic approaches. Research results show that digital marketing effectively promotes traditional culinary services, such as cannabis treatments. It also gives local entrepreneurs the tools and platforms to adapt and quickly change the market. Digital marketing helps reach a wider audience at a low cost and analyzes data in real time to support better decision-making.

Keywords: *Digital Marketing, Marketing Models, Entrepreneurial Spirit, Online Shop, Traditional Culinary*

INTRODUCTION

Digital marketing has become an important tool in the digital age to advance various industries, including the culinary industry. Digital change gives businesses new opportunities to get closer to customers and interact with them better. Traditional culinary digital marketing is one area that has received great attention; It combines modern marketing strategies with local culinary richness.

Traditional cuisine, which is an important part of the country's culture, has enormous potential financially. However, traditional culinary businesses face special challenges in the face of global competition and changing consumer tastes. By providing a variety of tools and strategies to reach more customers, digital marketing can address this problem. Businesses can introduce goods, attract attention, and build a strong brand by using approaches such as digital advertising, social media campaigns, and content.

The goal of this study was to study digital marketing strategies that can be used to promote traditional foods and how they impact entrepreneurial spirit. By analyzing successful digital marketing strategies, this research is expected to provide insights and suggestions for

traditional culinary business actors to optimize their business opportunities in the Internet era by gaining a deep understanding of digital marketing and entrepreneurship.

METHOD

Case studies and literature reviews are the two main approaches used in the methodology section of this research. The focus of this research is to analyze the digital marketing strategies used by traditional culinary businesses and how they impact the success of the business. Variable operations include digital marketing strategies, such as online advertising and social media, and business success is measured by increased sales and customer satisfaction. With the purposive sampling method, this research was conducted in the Kampung Adat Cireundeu area and involved two traditional culinary entrepreneurs who successfully used digital marketing. Data were collected through in-depth interviews with business actors and reviews of relevant literature. To compare the research findings with existing theories, the data analysis technique involves literature synthesis and qualitative analysis of interview data. To provide practical advice

on digital marketing in traditional culinary businesses, the research procedure includes preparation, data collection, analysis, and reporting of results.

RESULTS AND DISCUSSION

I. Results

According to Bala & Verma (2018), digital marketing is essential to create new opportunities, encourage innovation, and increase the competitiveness of contemporary businesses. According to Sangvikar (2018), companies can address current issues, expand market reach, and increase customer engagement by using digital tools and strategies. Digital technology and data analytics profoundly influence marketing decisions and drive entrepreneurship and business innovation (Kannan & Li, 2017; Nordin & Raval, 2023). To improve performance, drive innovation, and foster entrepreneurship, it is essential to incorporate digital marketing into business strategies (Olson et al., 2021; Saura, 2021). According to Desai (2019), companies can overcome modern challenges and increase entrepreneurial spirit by implementing digital tools and strategies.

Digital marketing can improve innovation and efficiency by providing important insights into market changes. However, issues such as technological advancements and data security risks must be considered (Khan & Siddiqui, 2020; Royle & Laing, 2014). This happens despite challenges such as technological advancements and data security threats (Veleva & Tsvetanova, 2020).

Good digital marketing capabilities allow for innovation and adaptation in the digital world, and companies must implement flexible strategies to face future challenges (Parsons et al., 1998; Royle & Laing, 2014). In today's difficult era, this research shows that digital marketing is essential to achieve business goals and attract more customers. With the right strategy, digital marketing can encourage entrepreneurship and innovation and help businesses compete (Yasmin et al., 2015).

Effective digital marketing can increase customer engagement, increase company competitiveness, and open up new opportunities (Mandal, 2017; Minculete & Olar, 2018). Digital marketing in the tourism sector helps visibility and reputation as well as

entrepreneurial growth through stakeholder feedback (Abdullahi et al., 2021; De Pelsmacker et al., 2018). In addition, customer trust in brands influences digital marketing strategies as well as opens up new opportunities for innovation (Krishen et al., 2021; Shams et al., 2024).

To drive innovation and entrepreneurship, a successful marketing strategy must adapt to changing markets and the business environment (Lawton & Vassolo, 2022). Research-based marketing and investment in research and development are essential for business performance and profitability (Karna et al., 2022).

To drive innovation and entrepreneurship, a successful marketing strategy must adapt to changing markets and the business environment (Lawton & Vassolo, 2022). Research-based marketing and investment in research and development are essential for business performance and profitability (Karna et al., 2022).

Customer probability analysis and churn prediction models help develop more innovative marketing strategies. On the other hand, technological advances and social media support marketing strategies (Fader & Hardie, 2009; Pesa Nugraha, 2023; Tamaddoni et al., 2016). Communication-based marketing encourages innovation and competitiveness and increases customer loyalty (Duncan & Moriarty, 1997). The Customer Lifetime Value (CLV) model, which takes into account a variety of customer behaviors, can improve marketing efficiency and flexibility (Calciu, 2009).

Effective communication strategies and AI and ML understanding of customer perceptions of brand equity can improve customer engagement and market reach ((Abdoli et al., 2012; Volkmar et al., 2022; Wambar et al., 2015).

In addition to increasing competitiveness worldwide, entrepreneurship contributes to business performance through resilience, creativity, and motivation (Aramita et al., 2022; Leong, 2021; Pawitan et al., 2017). Entrepreneurship education can increase competitiveness and produce more talented entrepreneurs with the support of women entrepreneurs (Alim Bahri & Hasdiansa, 2024; Xu, 2021). An

entrepreneurship curriculum that combines an analytical and creative approach from technical education can produce more talented entrepreneurs (Article, 2020; Ventura, 1999).

Students' entrepreneurial spirit is also influenced by the educational environment, family support, and resources (Indriyani et al., 2020; Qosja & Druga, 2015). A quality and relevant education can encourage the younger generation to become entrepreneurs by providing them with the motivation, knowledge, and skills they need. To prepare students to become successful entrepreneurs, the curriculum must encourage creativity and problem-solving (Said Ahmad et al., 2023).

Compared to millennials who are not entrepreneurs, millennial entrepreneurs tend to become entrepreneurs. They are more risk-taking, more innovative, and more motivated to achieve their goals (Genoveva & Tanardi, 2020). They improve their competitiveness and business performance. In addition, the entrepreneurial spirit encourages more creative and adaptive strategic planning. In addition, this spirit encourages companies to look for new opportunities more actively (Riggs, 1987). Sustainability has the potential to encourage entrepreneurship and innovation in urban areas (Kornberger et al., 2021).

II. Discussion

In the new normal era, marketing models must respond to challenges and capitalize on opportunities by using an integrative approach. This approach not only enhances marketing strategies but also supports innovation and entrepreneurship, which is important in the rapidly growing telecommunications industry (Gómez et al., 2022; Marc Lim, 2023). To achieve good results, strategic marketing planning requires a balance between developing and executing strategies (Theoharakis et al., 2024).

In the context of entrepreneurship and innovation, it is important to change marketing strategies to adapt them to changes in the market and business environment. The importance of research in marketing strategies is demonstrated by the fact that investment in research and development (R&D) is essential to optimize business performance and profitability (Karna et al., 2022). The use of data and digital marketing also helps companies grow in global markets

(García-García et al., 2022; Maucuer et al., 2022)

Marketing strategies, especially word-of-mouth marketing, are aided by technological advancements and social media. Churn prediction models and customer probability analysis help businesses create more innovative marketing strategies that support entrepreneurship ((Fader & Hardie, 2009; Pesa Nugraha, 2023; Tamaddoni et al., 2016). Communication-based marketing is essential for creating better relationships with consumers and increasing their loyalty. Communication-based marketing is essential to increase customer loyalty, innovation opportunities, and competitiveness (Duncan & Moriarty, 1997).

The Customer Lifetime Value (CLV) model that takes into account various customer behaviors can help entrepreneurship, increase the flexibility of marketing strategies, and result in a more effective marketing approach (Calciu, 2009). As Facebook-based models show, effective communication strategies can improve customer engagement and market reach, while AI and ML help understand customer perceptions of brand equity (Abdoli et al., 2012; Volkmar et al., 2022; Wambar et al., 2015).

Generation Z is heavily influenced by online content and social media in making purchasing decisions; Product reviews and influencer recommendations are very important (Mohd Johan et al., 2022). According to Wardhani (2020), user satisfaction and positive reviews can result from effective web design, which includes speed, aesthetics, and easy navigation. Effective digital leadership also improves electronic services, increases customer satisfaction, and increases customer loyalty (Purwanto, 2022).

Convenience and safety factors are important when the trend of online shopping is accelerated by the COVID-19 pandemic (Soelasih, 2024). Studies on consumer behavior, social impact, and technology used are still limited, but research on online grocery shopping shows a huge increase (Monoarfa et al., 2024).

Consumer loyalty in online shopping is influenced by product quality, competitive prices, customer service, ease of use of the app, and attractive promotions. Consumers, however, are particularly interested in sustainability aspects (Rausch et al., 2021). Confidence in the seller, perception of product quality, and a pleasant shopping experience are all factors that influence consumers' decision to buy something (Sanjaya et al., 2020; Wicaksono et al., 2023). Competitive pricing, product quality, service, and trust affect customer loyalty, all of which contribute to the Company's sustainability (Jamhadi & Rosyid, 2023). The quality of service and competitive prices, such as those found on the ShopeeFood platform, are some of the reasons why consumers prefer to shop there (Vira Wilistyorini & Herry Sussanto, 2022). Sharia compliance on several online shopping sites also makes Muslim consumers more confident (Sriani et al., 2022).

The Kampung Adat Cireundeu was occupied by the Netherlands during the colonization because of its strategic location and many crops, such as rice. Local community leader Mama Ali encourages the community to use cassava or "tuang sampeu" as a staple food (Priyanto & Desmafianti, 2022). Using all parts of the cassava plant for consumption and various processing, such as peuyeum, cimpring, rengginang, rasi (cassava rice), and others, local philosophy emphasizes food independence (Wibisono et al., 2021).

Traditional culinary delights of Kampung Adat Cireundeu, such as Awug, Eggroll, and Lidah Kucing, dendeng kulit singkong, kicipir, cireng bumbu rujak, keripik kodehel, simping, keripik bawang, and saroja, are very valuable culturally.



Figure 1 Example of a photo of processed cassava products

Online marketing through social media such as Instagram and TikTok can increase awareness and attract a larger audience. Collaboration with local cultural supporters makes the promotion more authentic. In addition, Cireundeu's traditional cuisine can strengthen its cultural identity and foster the pride of the younger generation through digital educational media (Mulyani & Wirakusuma, 2016).

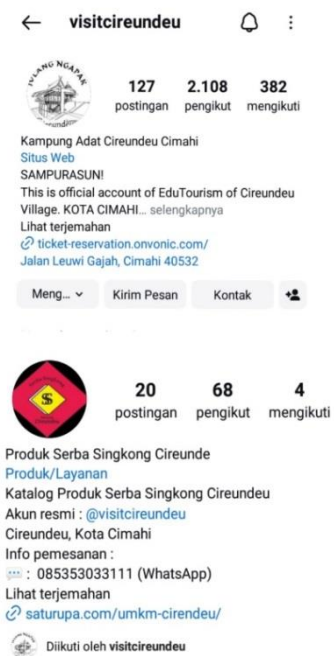


Figure 2. Instagram accounts on @visitcireundeu and @serba_singkong_cireundeu

Nonetheless, traditional food companies face difficulties when leveraging digital technology. Local governments or non-profit organizations can help people who lack digital marketing knowledge and skills by providing training and mentoring. Products must remain of good quality during storage and delivery, and this can be achieved with the help of a strong supply chain and supply chain management technology.

Kampung Adat Cireundeu products such as Cassava Rice (Rasi), Eggroll, and Kicipir can be introduced more widely in the domestic and international markets by using the right digital marketing strategy. This strengthens cultural identity while encouraging entrepreneurship in the traditional culinary industry.

CONCLUSIONS AND SUGGESTIONS

To advance the food industry, including traditional culinary, digital marketing is now an essential tool. Traditional culinary can be incorporated into global markets through digital transformation, improving interactions with customers, and expanding reach. With a rich culture and deep culinary value, the traditional cuisine of Kampung Adat Cireundeu has great economic potential, but its business actors face difficulties in marketing their products around the world.

Traditional culinary businesses can benefit from the right digital marketing strategies, such as the use of social media, content campaigns, and digital educational media. However, problems such as limited knowledge and skills in digital technology and maintaining product quality while expanding the market must be overcome through training and mentoring, as well as strengthening the supply chain.

This study provides information and practical advice for traditional culinary entrepreneurs in using digital marketing. Traditional culinary products from the Kampung Adat Cireundeu can be known more widely and accepted in the international market by using the right strategies and overcoming existing problems. It will also preserve cultural identity and increase entrepreneurial spirit.

Based on the results of this study, here are some suggestions for traditional culinary business actors from Kampung Adat Cireundeu in utilizing digital marketing effectively. Traditional culinary businesses from Kampung Adat Cireundeu can take advantage of digital marketing by creating high-quality visual content that highlights the cultural value and uniqueness of their products, as well as incorporating cultural elements in their campaigns. They should focus on social media that resonates with their target audience such as Instagram and TikTok, and work with local influencers to increase visibility. In addition, it

is very important to create digital resources to teach about local wisdom and how to make regional specialties, such as websites or videos. In addition, training on e-commerce and social media and collaboration with government agencies to improve business digital skills will be very beneficial. To ensure that products remain of high quality during delivery, quality control and a good supply chain are necessary. Finally, creating an attractive and search-engine-optimized e-commerce website can increase sales and expand market reach.

DAFTAR PUSTAKA

- Abdoli, M., Danaee, H., Haghtalab, H., & Khalili, M. (2012). *Evaluating Brand Equity from the View of the Customers in Banking*. 2(8), 7466–7472.
- Abdullahi, M., Kilili, R., & Günay, T. (2021). E-Tourism and Digital Marketing in Africa: Opportunities and Challenges Real Estate, Event and Tourism Management E-Tourism and Digital Marketing in Africa: Opportunities and Challenges. *Global Journal of Management and Business Research: F*, 21(1), Purpose: This paper examined e-tourism and digital.
- Alim Bahri, & Hasdiansa, I. W. (2024). Building the Green Entrepreneur Spirit of Students: The Influence of Entrepreneurship Course and Entrepreneurial Motivation through Entrepreneurial Attitude. *Pinisi Journal of Entrepreneurship Review*, 2(1), 51–62.
<https://doi.org/10.62794/pjer.v2i1.2473>
- Aramita, F., Siregar, D., Harahap, A. S., & ... (2022). The Effectiveness of Entrepreneurial Spirit Values Against Success At Ud. Simpang Jodoh Tembung Percut Sei Tuan. *Jurnal ...*, 11(02), 1579–1585.
<http://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/1576%0Ah>
<https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/download/1576/1>

- Article, O. (2020). 31. 25(April), 101–108. <https://doi.org/10.22463/0122820X.24>
- Bala, M., & Verma, D. (2018). A Critical Review of Digital Marketing Paper Type: - Review and Viewpoint. *International Journal of Management, IT & Engineering*, 8(10), 321–339.
- Calciu, M. (2009). Deterministic and stochastic Customer Lifetime Value models. Evaluating the impact of ignored heterogeneity in non-contractual contexts. *Journal of Targeting, Measurement and Analysis for Marketing*, 17(4), 257–271. <https://doi.org/10.1057/jt.2009.19>
- De Pelsmacker, P., van Tilburg, S., & Holthof, C. (2018). Digital marketing strategies, online reviews, and hotel performance. *International Journal of Hospitality Management*, 72(July 2017), 47–55. <https://doi.org/10.1016/j.ijhm.2018.01.003>
- Desai, D. M. V. (2019). Digital Marketing: A Review. *International Journal of Trend in Scientific Research and Development, Special Is*(Special Issue-FIIIPM2019), 196–200. <https://doi.org/10.31142/ijtsrd23100>
- Duncan, T., & Moriarty, S. E. (1997). *A Communication-Based Marketing*. 1992, 1–13.
- Fader, P. S., & Hardie, B. G. S. (2009). Probability Models for Customer-Base Analysis. *Journal of Interactive Marketing*, 23(1), 61–69. <https://doi.org/10.1016/j.intmar.2008.11.003>
- García-García, R., García-Canal, E., & Guillén, M. F. (2022). Walking on thin ice: CEOs' internationalization decisions in underperforming firms. *Long Range Planning*, 55(5). <https://doi.org/10.1016/j.lrp.2022.102243>
- Genoveva, G., & Tanardi, J. (2020). Entrepreneurial Spirit of The Entrepreneurs and Non-Entrepreneurs Millennials. *European Journal of Business and Management Research*, 5(1), 1–8. <https://doi.org/10.24018/ejbmr.2020.5.1.235>
- Gómez, J., Pérez-Aradros, B., & Salazar, I. (2022). How to beat early movers: The role of competitive strategy and industry dynamism on followers' performance in the telecommunications industry. *Long Range Planning*, 55(5). <https://doi.org/10.1016/j.lrp.2022.102244>
- Indriyani, R., Cindy Darmawan, R., & Gougui, A. (2020). Entrepreneurial Spirit Among University Students in Indonesia. *SHS Web of Conferences*, 76,01042. <https://doi.org/10.1051/shsconf/20207601042>
- Jamhadi, J., & Rosyid, A. (2023). Analysis Factor and Its Impact on Online Shop Customer Loyalty Lina Shop Surabaya. *Journal of Economy, Accounting and Management Science (JEAMS)*, 4(2), 207–226. <https://doi.org/10.55173/jeams.v4i2.49>
- Kannan, P. K., & Li, H. "Alice." (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Karna, A., Mavrovitis (Mavis), C., & Richter, A. (2022). Disentangling reciprocal relationships between R&D intensity, profitability and capital market performance: A panel VAR analysis. *Long Range Planning*, 55(5), 102247. <https://doi.org/10.1016/j.lrp.2022.102247>
- Khan, F., & Siddiqui, K. (2020). The

- Importance of Digital Marketing: An Exploratory Study to Find the Perception and Effectiveness of Digital Marketing Amongst the Marketing Professionals in Pakistan. *International Journal of Business and Social Science*, 11(3), 210–230.
- Kornberger, M., Meyer, R. E., & Höllerer, M. A. (2021). Exploring the long-term effect of strategy work: The case of Sustainable Sydney 2030. *Urban Studies*, 58(16), 3316–3334. <https://doi.org/10.1177/0042098020979546>
- Krishen, A. S., Dwivedi, Y. K., Bindu, N., & Kumar, K. S. (2021). A broad overview of interactive digital marketing: A bibliometric network analysis. *Journal of Business Research*, 131(March), 183–195. <https://doi.org/10.1016/j.jbusres.2021.03.061>
- Lawton, T. C., & Vassolo, R. S. (2022). Dynamics in strategic management research: An agenda for LRP. *Long Range Planning*, 55(5), 1–4. <https://doi.org/10.1016/j.lrp.2022.102246>
- Leong, D. (2021). Entrepreneurial Energy in a Far-From-Equilibrium Opportunity Driving Entrepreneurial Actions. *Business and Economics*, 9, 1–31.
- Mandal, P. (2017). Understanding Digital Marketing Strategy. *International Journal of Scientific Research and Management*, 5(06), 5428–5431. <https://doi.org/10.18535/ijstrm/v5i6.11>
- Marc Lim, W. (2023). Transformative marketing in the new normal: A novel practice-scholarly integrative review of business-to-business marketing mix challenges, opportunities, and solutions. *Journal of Business Research*, 160(November 2021), 113638. <https://doi.org/10.1016/j.jbusres.2022.113638>
- Maucuer, R., Renaud, A., Ronteau, S., & Muzellec, L. (2022). What can we learn from marketers? A bibliometric analysis of the marketing literature on business model research. *Long Range Planning*, 55(5). <https://doi.org/10.1016/j.lrp.2022.102219>
- Minculete, G., & Olar, P. (2018). Approaches to the Modern Concept of Digital Marketing. *International Conference KNOWLEDGE-BASED ORGANIZATION*, 24(2), 63–69. <https://doi.org/10.1515/kbo-2018-0067>
- Mohd Johan, M. R., Md. Syed, M. A., & Mohd Adnan, H. (2022). Digital Media and Online Buying Considerations among Generation Z in Malaysia. *Jurnal Intelek*, 17(1), 164. <https://doi.org/10.24191/ji.v17i1.15920>
- Monoarfa, T. A., Sumarwan, U., Suroso, A. I., & Wulandari, R. (2024). Uncover the trends, gaps, and main topics on online grocery shopping: Bibliometric analysis. *Heliyon*, 10(4), e25857. <https://doi.org/10.1016/j.heliyon.2024.e25857>
- Mulyani, A., & Wirakusuma, R. M. (2016). Perencanaan Paket Wisata Berdasarkan Karakteristik Dan. *Jurnal Manajemen Resort Dan Leisure*, 13.
- Nordin, F., & Ravald, A. (2023). The making of marketing decisions in modern marketing environments. *Journal of Business Research*, 162(March 2022), 113872. <https://doi.org/10.1016/j.jbusres.2023.113872>
- Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business Horizons*, 64(2), 285–293. <https://doi.org/10.1016/j.bushor.2020.12.004>
- Parsons, A., Zeisser, M., & Waitman, R. (1998). Organizing today for the

- digital marketing of tomorrow. *Journal of Interactive Marketing*, 12(1), 31–46. [https://doi.org/10.1002/\(sici\)1520-6653\(199824\)12:1<31::aid-dir4>3.3.co;2-o](https://doi.org/10.1002/(sici)1520-6653(199824)12:1<31::aid-dir4>3.3.co;2-o)
- Pawitan, G., Nawangpalupi, C. B., & Widyarini, M. (2017). Understanding the relationship between entrepreneurial spirit and global competitiveness: Implications for Indonesia. *International Journal of Business and Society*, 18(S2), 261–278.
- Pesa Nugraha, P. (2023). Keunikan Model Marketing Dari Mulut Ke Mulut Dalam Era Digital. *Jurnal Multidisiplin Indonesia*, 2(10), 3160–3169. <https://doi.org/10.58344/jmi.v2i10.589>
- Priyanto, R., & Desmafianti, G. (2022). Nilai Budaya Pangan Singkong di Kampung Adat Cireundeu. *Jurnal Kajian Pariwisata*, 4(1), 48–58. <https://doi.org/10.51977/jiip.v4i1.739>
- Purwanto, A. (2022). INTERNATIONAL JOURNAL OF SOCIAL AND MANAGEMENT STUDIES (IJOSMAS) The Role of Digital Leadership, e-loyalty, e-service Quality and e-satisfaction of Indonesian E-commerce Online Shop. *International Journal of Social and Management Studies (Ijosmas)*, 03(5), 51–57.
- Qosja, E., & Druga, E. (2015). Entrepreneurial spirit and factors affecting it: Case study based on the students of the European University of Tirana. *International Journal of Social Sciences and Education Research*, 1(3), 680–691. <https://doi.org/10.24289/ijsser.279146>
- Rausch, T. M., Baier, D., & Wening, S. (2021). Does sustainability really matter to consumers? Assessing the importance of online shop and apparel product attributes. *Journal of Retailing and Consumer Services*, 63(June), 102681. <https://doi.org/10.1016/j.jretconser.2021.102681>
- Riggs, D. E. (1987). Entrepreneurial spirit in strategic planning. *Journal of Library Administration*, 8(1), 41–52. https://doi.org/10.1300/J111V08N01_05
- Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. *International Journal of Information Management*, 34(2), 65–73. <https://doi.org/10.1016/j.ijinfomgt.2013.11.008>
- Said Ahmad, M. I., Idrus, M. I., & Rijal, S. (2023). The Role of Education in Fostering Entrepreneurial Spirit in the Young Generation. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 93–100. <https://doi.org/10.61100/adman.v1i2.28>
- Sangvikar, N. C. (2018). *Impact of Digital Marketing and its Challenges*. 7(12), 1335–1340.
- Sanjaya, P. K. A., Wimba, I. G. A., & Premayani, N. W. (2020). “Determinants Influencing Customer Loyalty To An Indonesian Online Shop Shopee: A Case Study In Denpasar City, Bali.” *Solid State Technology*, 63(5), 4713–4722.
- Saura, J. R. (2021). Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. *Journal of Innovation and Knowledge*, 6(2), 92–102. <https://doi.org/10.1016/j.jik.2020.08.001>
- Shams, R., Chatterjee, S., & Chaudhuri, R. (2024). Developing brand identity and sales strategy in the digital era: Moderating role of consumer belief in brand. *Journal of Business Research*, 179(March), 114689. <https://doi.org/10.1016/j.jbusres.2024.114689>
- Soelasih, Y. (2024). *Shopping Products*

- Online After the COVID-19 Era*. 15(July).
<https://doi.org/10.21512/bbr.v15i2.10736>
- Sriani, E., Hasanah, N., & Mustofa, U. (2022). The Role of Sharia Compliance in Online Shop Applications in Improving Consumers' Trust. *Iqtishadia*, 15(2), 309. <https://doi.org/10.21043/iqtishadia.v15i2.13606>
- Tamaddoni, A., Stakhovych, S., & Ewing, M. (2016). Comparing Churn Prediction Techniques and Assessing Their Performance: A Contingent Perspective. *Journal of Service Research*, 19(2), 123–141. <https://doi.org/10.1177/1094670515616376>
- Theoharakis, V., Zheng, Y., & Zhang, L. (2024). Dynamic strategic marketing planning: The paradox of concurrently reconfiguring and implementing strategic marketing planning. *Journal of Business Research*, 174(February), 114525. <https://doi.org/10.1016/j.jbusres.2024.114525>
- Van der Steen, M. P., Quinn, M., & Moreno, A. (2022). Discursive strategies for internal legitimacy: Narrating the alternative organizational form. *Long Range Planning*, 55(5), 102162. <https://doi.org/10.1016/j.lrp.2021.102162>
- Veleva, S. S., & Tsvetanova, A. I. (2020). Characteristics of the digital marketing advantages and disadvantages. *IOP Conference Series: Materials Science and Engineering*, 940(1). <https://doi.org/10.1088/1757-899X/940/1/012065>
- Ventura, G. (1999). Flat tax reform: A quantitative exploration. *Journal of Economic Dynamics and Control*, 23(9–10), 1425–1458. [https://doi.org/10.1016/s0165-1889\(98\)00079-7](https://doi.org/10.1016/s0165-1889(98)00079-7)
- Vira Wilistyorini, & Herry Sussanto. (2022). the Effect of Product Quality, Service Quality, Price, and Trust on Purchase Decisions (Case Study on ShopeeFood Users). *International Journal Management and Economic*, 1(3), 01–12. <https://doi.org/10.56127/ijme.v1i3.279>
- Volkmar, G., Fischer, P. M., & Reinecke, S. (2022). Artificial Intelligence and Machine Learning: Exploring drivers, barriers, and future developments in marketing management. *Journal of Business Research*, 149(March), 599–614. <https://doi.org/10.1016/j.jbusres.2022.04.007>
- Wambar, F. G., Estudo, C. D. E., Esquerda, M., Do, P., Bouamra-Mechemache, Z., Chaaban, J., Tonietto, J., Ribeiro, J., Santos, J. F., Pencegahan Rasuah Malaysia, S., Leahy, L., Misteri, S., Barrangou, R., Horvath, P., Jinek, M., Chylinski, K., Fonfara, I., Hauer, M., Doudna, J. A., ... Planning, T. (2015). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. *Journal of Business Research*, 11(1), 1–15. <http://dx.doi.org/10.1016/j.jbusres.2013.07.020>
<http://dx.doi.org/10.1016/j.annals.2010.10.008>
<http://scholar.google.com/scholar?hl=en&btnG=Search&q=intitle:As+cidades+e+territo+rios+do+conhecimento+na+?ptica+dese+nvolvimento+e+do+marketing+territorial#>
- Wardhani, A. K. (2020). Identifying consumer reviews through web design and online advertisement in online shops. *International Journal of Data and Network Science*, 4(3), 289–296. <https://doi.org/10.5267/j.ijdns.2020.6.004>
- Wibisono, N., Alty Amalia, F., Setiawati, L., Indra Gunawan, A., Senalajari, W., Hardiyanto, N., Sosianika, A., Suhartanto, D., Administrasi Niaga, J., & Negeri Bandung, P. (2021). *PENINGKATAN PEMASARAN DIGITAL PADA UKM SERBA*

SINGKONG CIREUNDEU (Vol. 4, Issue 1).

- Wicaksono, T., Syahrani, S., Putra, D. S., & Abdurrahim, A. (2023). Beliefs and Attitudes of Consumers At Online Merchants In Predicting Purchase Intention. *At-Tadbir: Jurnal Ilmiah Manajemen*, 7(2), 153. <https://doi.org/10.31602/atd.v7i2.10412>
- Xu, H. (2021). *The heterogeneity of women entrepreneurial spirit and the influence on strategy making*. January, 1–160. <https://ourarchive.otago.ac.nz/handle/10523/10776>
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *The International Journal of Management Science and Business Administration*, 1(5), 69–80. <https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.15.1006>