

# Digital Marketing Strategies for Sales Growth in Indonesian Home Industries

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**Abstract**-This study investigates the role of digital marketing as a global marketing tool for enhancing sales in home industries within the digital economy era. Using a systematic literature review methodology through the PRISMA framework, the research analyzed 46 peer-reviewed articles to explore how home industry entrepreneurs implement digital marketing strategies to expand their market reach and improve sales performance. The findings indicate that the adoption of digital marketing significantly boosts visibility and sales for home industries, allowing them to connect with consumers beyond local markets. The study emphasizes that effective digital marketing methods foster a better understanding of consumer preferences, which is crucial for tailoring marketing efforts and enhancing customer engagement. Social media emerges as a critical component, facilitating direct interaction with consumers and providing real-time feedback essential for refining marketing strategies. The study's limitations include its focus on Indonesian home industries, potentially limiting generalizability, and its reliance on existing literature rather than primary data collection. The rapid evolution of digital technologies also suggests findings may require regular updates to remain relevant. The research has practical implications for home industry owners in implementing effective digital marketing strategies, for policymakers in supporting digital literacy and infrastructure development, and for practitioners in understanding the specific needs of home industries. The study also highlights that training and capacity-building initiatives are vital for empowering home industry owners to effectively utilize digital marketing tools, as many still lack adequate knowledge in this area. In conclusion, the integration of digital marketing strategies is essential for home industries to remain competitive in the global marketplace, driving sales growth and ensuring long-term sustainability in an increasingly digital world

**Keywords:** Digital Marketing; Home Industry; Digital Economy; Sales Performance; Social Media Marketing

## 1. INTRODUCTION

The landscape of home industries in Indonesia represents a vital component of the nation's economic framework, particularly in rural and suburban areas where these enterprises serve as crucial drivers of local economic development. Home industries, characterized as small-scale manufacturing units operating from residential premises with typically 5-19 workers, contribute significantly to employment generation and economic sustainability at the grassroots level. According to data from the Indonesian Ministry of Industry (2023), these enterprises represent approximately 3.4 million units nationwide, contributing around 35% to the national GDP. The digital transformation of these home industries has become increasingly prevalent, particularly accelerated by the COVID-19 pandemic, with studies from Bank Indonesia indicating a 42% increase in digital platform adoption among home industries between 2020 and 2023. This digital shift has been marked by the integration of various online channels, including social media platforms, e-commerce systems, and digital payment solutions, with BPS (Statistics Indonesia) reporting that approximately 64% of home industries now maintain some form of digital presence.

In the digital era, businesses face the imperative to adapt their marketing strategies to effectively reach a broader audience and enhance sales. The transition from traditional marketing to digital marketing is not merely a trend but a necessity for survival and growth in today's competitive landscape. Digital marketing encompasses a variety of online platforms and tools that allow businesses to engage with consumers more interactively and efficiently, thereby expanding their market reach and increasing sales volume (Simanjuntak et al., 2023).

Digital marketing has proven to be an effective strategy for small and medium enterprises (SMEs) and home industries to increase their sales. For instance, Ma'Ruf emphasizes that the application of digital marketing methods is crucial for the sustainability of home industries, as it significantly boosts sales performance (Maulana Ma'ruf, 2023). Similarly, Desrizal highlights that the rapid advancement of information technology has enabled businesses, regardless of size, to gain global recognition and improve their sales and profits through digital marketing ((Desrizal et al., 2023). This sentiment is echoed by Soleh, who notes that digital marketing has a substantial impact on increasing sales volume and profitability for home industries (Soleh et al., 2022).

Moreover, the role of social media in digital marketing cannot be overstated. Ardhana discusses how platforms such as social media facilitate the creation of a company's image and enhance customer engagement, which is essential for modern marketing strategies (Ardhana et al., 2023). This is supported by Wati et al., who assert that SMEs must leverage digital technology to adapt to dynamic market conditions and optimize their marketing efforts through social media (Wati et al., 2023). The interactive nature of social media allows businesses to not only promote their products but also to build relationships with customers, which is vital for long-term success (Gellysa Urva et al., 2022).

The implementation of digital marketing strategies also involves educating business owners about the tools and techniques available. For instance, initiatives aimed at training SMEs in digital marketing have shown positive

outcomes, such as increased knowledge and improved marketing capabilities (Sukmasetya et al., 2023). This is crucial, as many SMEs still lack understanding of digital marketing's benefits, which can hinder their growth (Nazriati et al., 2023).

Furthermore, the integration of digital marketing into business operations has been shown to enhance competitive advantage, particularly for SMEs that have embraced these strategies during challenging times, such as the COVID-19 pandemic (Hadi et al., 2021). In conclusion, the adaptation of marketing strategies to include digital marketing is essential for businesses aiming to increase their audience reach and sales in the digital era. The evidence suggests that digital marketing not only enhances visibility and engagement but also significantly contributes to sales growth and overall business sustainability (Aisyah et al., 2022). As technology continues to evolve, businesses must remain agile and proactive in adopting digital marketing practices to thrive in an increasingly competitive marketplace.

However, also in the rapidly evolving digital economy era, Indonesian home industries face mounting pressure to adapt their traditional business practices to meet changing consumer behaviors and market demands. Despite the growing importance of digital marketing in the modern business landscape, many home industries struggle with the transition from conventional marketing approaches to digital strategies. Studies indicate that approximately 60% of these businesses face significant challenges in digital adoption and implementation, primarily due to limited resources, technical knowledge gaps, and infrastructural constraints. This digital divide threatens the sustainability and competitiveness of home industries, particularly in an increasingly globalized marketplace where digital presence has become paramount for business success.

The challenges faced by home industries in implementing digital marketing strategies are multifaceted and complex. Many owners lack the technical expertise required to effectively utilize digital platforms, while others struggle with limited access to digital infrastructure and resources. Furthermore, the unique characteristics of home industries, such as their small scale of operations, family-based management structures, and limited capital, create additional barriers to digital transformation. These challenges are particularly pronounced in rural and suburban areas, where access to digital resources and training opportunities may be limited, potentially widening the gap between urban and rural home industries in terms of market reach and competitiveness.

While existing research has extensively documented the benefits of digital marketing for large enterprises, there remains a notable gap in understanding how small-scale home industries can effectively leverage digital marketing tools within their resource constraints and unique operational contexts. Current literature primarily focuses on general digital marketing practices without addressing the specific challenges and opportunities faced by home industries, such as limited digital literacy, resource constraints, and the need for cost-effective marketing solutions. Additionally, while previous studies have examined digital marketing adoption in various business contexts, there is limited empirical research specifically investigating the relationship between digital marketing implementation and sales performance in Indonesian home industries.

The research gap becomes more evident when considering the lack of comprehensive frameworks or guidelines specifically designed for home industries to implement digital marketing strategies. Most existing studies focus on larger SMEs or established businesses, leaving home industry owners without clear direction on how to adapt these strategies to their unique circumstances. Furthermore, there is insufficient research examining the long-term impact of digital marketing adoption on home industry sustainability and growth, particularly in the Indonesian context where cultural and social factors may influence digital marketing effectiveness.

Therefore, this study aims to address these gaps by investigating how digital marketing can be effectively utilized as a global marketing tool to increase sales in home industries within the digital economy era. The research objectives are threefold: first, to analyze the current digital marketing practices among Indonesian home industries; second, to identify the key challenges and success factors in implementing digital marketing strategies; and third, to develop practical recommendations for home industry owners to effectively leverage digital marketing for sales growth. This research is particularly timely given the accelerated digital transformation driven by the COVID-19 pandemic and the increasing need for home industries to establish strong digital presences to remain competitive in the global marketplace.

The significance of this study extends beyond academic contributions, as its findings will provide practical insights for home industry owners, policymakers, and digital marketing practitioners. For home industry owners, this research will offer actionable strategies for implementing digital marketing effectively within their resource constraints. For policymakers, it will highlight areas requiring support and intervention to facilitate digital transformation among home industries. For practitioners, it will provide insights into the specific needs of home industries in digital marketing adoption, enabling them to develop more targeted and effective solutions.

## **2. RESEARCH METHOD**

### **2.1 Research Design**

This study employs a qualitative approach with content analysis methodology, combined with a systematic literature review (SLR) to explore the role of digital marketing in enhancing sales performance within home industries. This

approach was chosen for its ability to deeply examine relevant issues and synthesize information from various sources, providing a comprehensive understanding of digital marketing implementation in home industry contexts.

This research is a literature-based study (desk research) and was not conducted in a specific physical location. Unlike field research that requires data collection in particular geographical settings, this study relies entirely on secondary data extracted from scientific journal articles and scholarly publications. The research scope encompasses a comprehensive analysis of digital marketing implementation in home industries, primarily focusing on the Indonesian context but incorporating relevant global insights where appropriate. The literature review process was conducted remotely through digital database access, with no requirement for physical presence in any specific location. This approach allowed for a broader examination of existing knowledge and research findings across multiple contexts without geographical limitations, providing a robust foundation for understanding the role of digital marketing in enhancing sales performance within home industries in the digital economy era.

The systematic literature review methodology provides a structured approach to identify, evaluate, and synthesize all relevant research evidence related to specific research questions. This method differs from traditional literature reviews by employing rigorous and transparent protocols to minimize bias and ensure reproducibility. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework was utilized to ensure a comprehensive and systematic review process.

The secondary data collection process involved research from various fields, including digital marketing strategies, home industry development, consumer behavior, and technological innovation. The systematic review process was conducted in several stages:

- a. **Planning:** Formulating specific research questions and developing research protocols focused on digital marketing in home industries.
- b. **Literature search:** Using predetermined keywords such as "digital marketing in home industry," "social media marketing for small businesses," and "digital marketing strategies" in reputable academic databases.
- c. **Study selection:** Applying inclusion criteria that encompassed:
  1. Literature published within the last 5 years
  2. Focus on digital marketing implementation in home industries
  3. Credible sources from reputable journals or trusted industry reports
  4. Literature not meeting these criteria or lacking empirical data was excluded from the study.
- d. **Quality assessment:** Evaluating the methodological quality and relevance of each included study.
- e. **Data extraction:** Collecting relevant information from each study using a standardized format.

### Research Framework

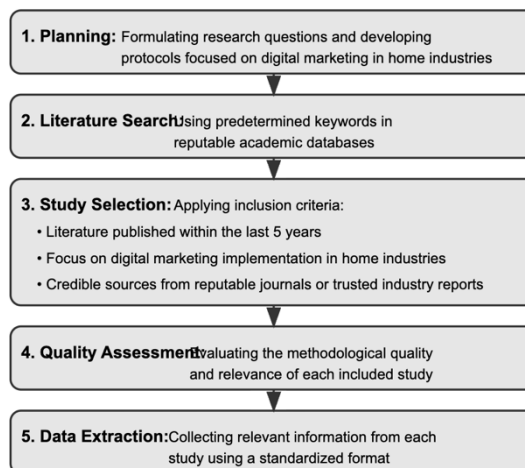


Figure 1. Research Framework

Figure 1 illustrates the systematic research framework employed in this study. The framework consists of five sequential stages that guided the literature review process. The initial planning stage involved formulating specific research questions and developing protocols focused on digital marketing in home industries. This was followed by the literature search phase, where predetermined keywords such as "digital marketing in home industry," "social media marketing for small businesses," and "digital marketing strategies" were used in reputable academic databases. The third stage, study selection, applied inclusion criteria that encompassed literature published within the last 5 years, focus on digital marketing implementation in home industries, and credible sources from reputable journals or trusted industry reports. In the fourth stage, quality assessment, each included study was evaluated for methodological quality and relevance. The final stage involved data extraction, where relevant information was collected from each study

using a standardized format. This systematic approach ensured a comprehensive and rigorous examination of existing literature on digital marketing in home industries.

In data analysis, thematic analysis methods were employed to identify key themes through three stages: open coding, to discover initial themes such as digital marketing challenges and implementation strategies; axial coding, to connect these themes, such as the relationship between digital literacy limitations and solutions through training programs; and selective coding, to select the main themes focused on in the final report. Data validity was ensured through triangulation by comparing findings from various sources and different research methodologies.

The initial search yielded 560 records, which were systematically screened and assessed for eligibility following the PRISMA guidelines. After removing duplicates and applying inclusion/exclusion criteria, 46 studies were selected for the final analysis, providing a robust foundation for understanding digital marketing implementation in home industries.

## 2.2 Inclusion Criteria

To filter the most relevant articles for this literature review, specific inclusion and exclusion criteria were applied to the search results. The study exclusively utilized articles published in scientific journals, as these are considered to have validity as "certified knowledge" in the field of digital marketing and home industry research. Therefore, other publication types such as conference papers, books, book chapters, or other formats were excluded from the analysis. Within these criteria, the publication timeframe was limited to articles published between 2019 and 2024. This time constraint was implemented to ensure that only the most recent articles were analyzed, thereby maintaining the relevance of discussed concepts and theories regarding digital marketing strategies in home industries. This approach was particularly important given the rapid evolution of digital marketing practices and technologies, ensuring that the findings and recommendations remain applicable to current home industry contexts. The inclusion and exclusion criteria employed in this systematic literature review are presented in Table 1.

**Table 1.** Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion
Year of Publication	2019-2024	Besides 2019-2024
Language	English	Other than the English
Subject Areas	Business, Management and Technology	Not Business, Management and Technology
Document Type	Article	Other than Articles

Table 1 outlines the four key criteria used to determine which studies would be included in the final analysis. For the year of publication criterion, only literature published between 2019 and 2024 was included, ensuring the review captured the most recent developments in digital marketing for home industries. Regarding language, only English-language publications were selected to maintain consistency in interpretation and analysis. The subject areas criterion limited studies to those focused on Business, Management, and Technology, as these domains are most relevant to digital marketing implementation in home industries. Finally, for document type, only peer-reviewed journal articles were included to ensure academic rigor and quality of evidence, while other document types such as conference papers and book chapters were excluded. These carefully defined criteria helped establish clear boundaries for the systematic review and ensured that only the most relevant and high-quality literature was selected for analysis.

From the initial 560 documents identified through the PRISMA search protocol in scientific databases, a systematic filtering process was implemented. The first screening based on publication year (2019-2024) reduced the number to 428 documents. These documents were further filtered based on subject areas relevant to digital marketing and home industries, leaving 126 documents. The next screening process based on document type, focusing exclusively on peer-reviewed journal articles, resulted in 93 articles. Subsequently, these articles were evaluated based on their quality and relevance to ensure only those directly addressing digital marketing strategies in home industries were selected. In the final stage, 46 articles met all criteria and were deemed suitable as primary references for this study.

In addition to applying inclusion and exclusion criteria, this research implemented a quality assessment framework to ensure the relevance and credibility of the sources used. This assessment was based on three main criteria:

- Topic Relevance:** Articles must specifically address digital marketing implementation, strategies, and challenges within the context of home industries.
- Methodological Quality:** Articles must employ appropriate and systematic methodological approaches in analyzing digital marketing issues and their impact on home industry sales performance.
- Comprehensive Analysis:** Articles must present thorough and in-depth discussions of digital marketing applications in home industry contexts.

These criteria were formulated into specific assessment questions that guided the final selection of articles for inclusion in the systematic review, ensuring the highest quality of evidence for the study's findings and recommendations. The quality assessment framework used to evaluate the selected literature is presented in Table 2.

**Table 2.** Quality Assessment Criteria

Criterion
1. Does the article comprehensively cover various aspects relevant to the analysis of digital marketing implementation and its impact on sales performance in home industries?
2. Is the research methodology adequately explained?
3. Are the research objectives clearly defined?
4. Are the research findings presented logically, analytically, and relevant to the development of digital marketing in home industries?

Table 2 details the four critical assessment criteria that guided the final selection of articles for this systematic review. The first criterion examined whether each article comprehensively covered various aspects relevant to digital marketing implementation and its impact on sales performance in home industries, ensuring breadth and depth of analysis. The second criterion assessed whether the research methodology was adequately explained, which was essential for evaluating the reliability and validity of the findings. The third criterion focused on the clarity of research objectives, as well-defined objectives indicate purposeful research with clear direction. The fourth criterion evaluated whether the research findings were presented logically, analytically, and with relevance to digital marketing development in home industries, ensuring that the selected articles contributed meaningful insights to the research questions. These quality assessment criteria were instrumental in filtering the literature to include only those studies that demonstrated methodological rigor and provided substantial contributions to understanding digital marketing in the home industry context.

### 2.3 Screening and Justification Process

The filtering and justification process was conducted systematically to ensure that the selected literature was relevant, high-quality, and supported the research objectives. The steps included identification, evaluation, and selection of literature based on specific criteria. The initial phase began with literature searches using keywords such as "digital marketing in home industry", "social media marketing for small businesses", and "digital marketing strategies". Searches were conducted on platforms such as Mendeley and Scite, utilizing Boolean operators like AND, OR, and NOT to maximize search relevance. Articles found in this stage were exported to Mendeley for organization based on metadata such as title, authors, journal, and publication year.

The first step was identifying literature relevant to the research topic. In this context, literature discussing digital marketing implementation and its impact on home industry sales performance became the primary focus. Research by Ma'ruf (2023) demonstrates how digital marketing implementation can enhance sales performance and market reach in home industries. Additionally, Sukmasetya et al. (2023) provide insights into social media marketing applications, which are relevant for understanding home industry digital marketing dynamics.

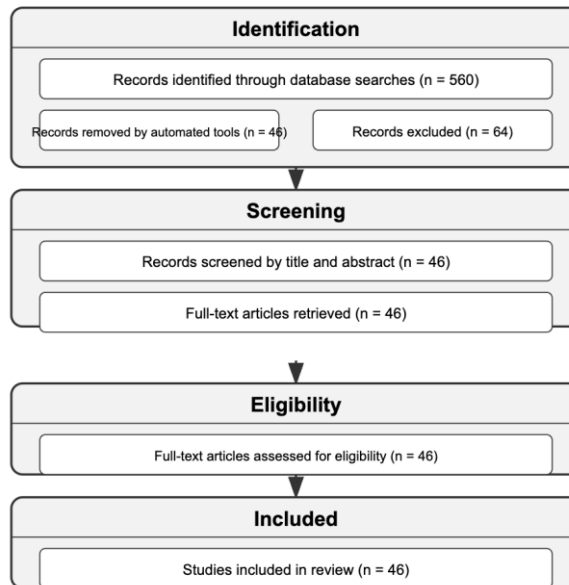
After identification, the second step involved evaluating the methodological quality of the discovered literature. Research employing robust and systematic methodologies, such as case studies or qualitative analysis, was considered more credible. For example, research by Desrizal et al. (2023) used systematic analysis to discuss digital marketing implementation in home industries, demonstrating a solid methodological approach. Furthermore, Widiastuti (2021) employed a qualitative approach to analyze digital marketing innovation in home industries, providing additional perspectives on technology adoption in small businesses.

The final step was selecting literature based on its contribution to understanding digital marketing challenges and solutions in home industries. Literature providing new or in-depth insights into industry issues, such as the work by Soleh et al. (2022) in the context of digital marketing implementation, was crucial for this research. Additionally, Wati et al. (2023) highlighted the importance of digital skill development in home industries, offering valuable lessons for other sectors implementing digital marketing strategies.

This study employs a qualitative descriptive approach to investigate the use of digital marketing as a global marketing tool to increase sales in home industries in the digital economy era. The qualitative method allows for an in-depth understanding of how home industry owners implement digital marketing strategies and the impact these strategies have on their sales performance. Digital marketing has emerged as a crucial component for home industries aiming to enhance their market presence and sales figures.

## 2.4 PRISMA

### PRISMA Flow Diagram



**Figure 2.** PRISMA Flow Diagram  
Source PRISMA SLR

Figure 2 presents the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram documenting the systematic literature selection process for this study. The PRISMA diagram illustrates the filtering process through four sequential phases. In the identification phase, database searches yielded 560 initial records, of which 46 were removed by automated tools due to duplication and 64 were excluded based on preliminary assessment, resulting in 46 records advancing to the screening phase. During screening, all 46 records were evaluated through title and abstract review, with all deemed potentially relevant and retrieved for full-text assessment. In the eligibility phase, these 46 articles underwent comprehensive evaluation against the established inclusion criteria (publication within 2019-2024, focus on digital marketing in home industries, and publication in reputable journals). All 46 articles successfully met the quality assessment standards detailed in Table 2 and were included in the final review. This systematic approach ensured methodological rigor in the selection process, providing a reliable foundation for analyzing digital marketing implementation in home industries within the digital economy era.

In the screening phase, the remaining 46 records were reviewed in detail through their titles and abstracts to determine their relevance to the research question. All records were deemed potentially relevant and moved forward for full-text retrieval, which was successful for all 46 records. And in the Eligibility phase, the full texts of the retrieved reports were assessed against the predefined eligibility criteria. No reports were excluded at this stage, indicating that all 46 reports met the inclusion criteria for the systematic review.

## 3. RESULTS AND DISCUSSION

This study employs a qualitative descriptive approach to investigate the use of digital marketing as a global marketing tool to increase sales in home industries in the digital economy era. The research focuses on understanding how home industry entrepreneurs implement digital marketing strategies to enhance their market reach and improve sales performance. Our research found that digital marketing has become an essential component for home industries, allowing them to transcend local market limitations and engage with a global audience. The literature review indicates that the application of digital marketing methods significantly contributes to increased visibility and sales for home industries (Desrizal et al., 2023) For instance, a study by Ma'Ruf highlights the effectiveness of digital marketing in improving sales within home industries by utilizing various online platforms and marketing strategies (Assuri, 2022) Similarly, Widiastuti's research emphasizes the importance of digital marketing strategies in building consumer preferences and promoting brands, which ultimately leads to increased sales and profits (Widiastuti, 2021).

As highlighted by Ma'Ruf, the integration of digital marketing methods enables home industry owners to effectively manage their marketing strategies and increase sales (Maulana Ma'ruf, 2023). Widiastuti's research supports this by demonstrating that digital marketing strategies can significantly enhance brand awareness and consumer engagement, leading to increased sales (Widiastuti, 2021). Furthermore, Susano emphasizes that the optimization of digital marketing in product promotion is vital for home industries to thrive in a competitive

environment; however, the reference provided does not directly support this claim as it focuses on a specific product category rather than a broader application (Adhi Susano et al., 2023).

Moreover, the study underscores the importance of training and capacity-building initiatives aimed at enhancing the digital skills of home industry entrepreneurs. Desrizal notes that empowering MSMEs with digital marketing knowledge can lead to improved business performance and increased sales (Desrizal et al., 2023). This aligns with the findings of other studies that highlight the necessity of digital literacy in leveraging digital marketing effectively. In conclusion, this research provides valuable insights into the role of digital marketing as a global marketing tool for home industries. By adopting digital marketing strategies, these businesses can expand their reach, enhance consumer engagement, and ultimately boost their sales in the digital economy era (Halin et al., 2024).

Through the integration of digital marketing strategies, home industries can tap into new opportunities to boost their sales and strengthen their overall business performance. Digital marketing provides these small-scale, often family-owned businesses with the tools necessary to expand their reach beyond local markets and compete effectively in the global marketplace. The application of digital marketing methods allows home industries to better understand consumer preferences and behaviors, which is crucial for tailoring marketing efforts to specific target audiences.

Mustari emphasizes that successful digital marketing strategies involve engaging and relevant content, effective use of search engine optimization, and active interaction with customers through social media (Suryanto et al., 2020). Ma'Ruf emphasizes that the successful implementation of digital marketing methods can significantly improve sales by fostering a better understanding of consumer preferences and behaviors Ma'ruf (2023). This understanding allows businesses to tailor their marketing efforts effectively, thereby enhancing customer engagement and loyalty. And Desrizal points out that the rapid advancement of information technology has opened new avenues for home industries to gain global recognition, which is crucial for increasing sales volume and profitability (Desrizal, 2023). Desrizal's work illustrates how the rapid development of information technology has enabled small businesses to reach a global audience, thereby increasing their sales volume (Desrizal et al., 2023). Moreover, the integration of digital marketing tools such as social media, e-commerce, and online advertising has proven to be beneficial for home industries. Soleh's findings indicate that digital marketing not only enhances product visibility but also significantly boosts sales performance for home industries (Soleh et al., 2022).

This multifaceted approach not only enhances visibility but also fosters customer loyalty, ultimately leading to increased sales. Moreover, Widiastuti's research highlights that digital marketing facilitates easier communication and interaction with consumers, helping businesses to raise awareness and expand their market presence (Widiastuti, 2021). By utilizing platforms such as social media, home industries can showcase their products, engage with potential customers, and receive immediate feedback, which is essential for refining marketing strategies and improving product offerings. Training and capacity-building initiatives are also critical for empowering home industry owners to effectively implement digital marketing strategies.

As noted by Sukmasetya, providing education and training on digital marketing can significantly enhance the marketing capabilities of MSME actors, enabling them to reach a wider audience and improve their sales performance (Sukmasetya et al., 2023). Such initiatives help build confidence among entrepreneurs, allowing them to leverage digital tools for business growth. Furthermore, the integration of e-commerce and online advertising into their marketing strategies can provide home industries with additional avenues for revenue generation.

The research conducted by Aditya underscores the importance of digital marketing in enhancing the overall marketing system of MSMEs, thereby supporting improved sales activities and expanding business objectives (Robby Aditya et al., 2023). The strategic integration of digital marketing offers home industries significant opportunities to enhance their sales and overall business performance. By understanding consumer dynamics, leveraging digital tools, and engaging in continuous learning, these businesses can thrive in an increasingly competitive global marketplace (Gunawan et al., 2022).

The implementation of digital marketing strategies offers numerous advantages for home industry businesses, significantly enhancing their operational efficiency and market reach. One of the primary benefits is the increase in sales volume, which is crucial for the sustainability of these businesses. Digital marketing methods, as highlighted by Ma'Ruf, demonstrate a direct correlation between the application of digital marketing and improved sales figures in home industries, particularly in the current digital age where traditional marketing methods may fall short (Maulana Ma'ruf, 2023). Furthermore, studies indicate that home industry players are increasingly recognizing the potential of social media as a cost-effective marketing tool, which can lead to greater market penetration without the burden of high advertising costs (Antonius Andrias Reis Tanesi, 2024).

Moreover, the rapid advancement of information technology has transformed how businesses operate, allowing even small home industries to gain global recognition. This shift not only enhances visibility but also contributes to increased profits, as noted by Desrizal, who emphasizes the significant impact of digital marketing on sales volume and overall business profitability (Desrizal et al., 2023). The integration of digital marketing strategies facilitates better communication with consumers, enabling businesses to respond swiftly to market demands and consumer preferences, which is essential for maintaining competitiveness in today's fast-paced market environment. Additionally, the COVID-19 pandemic has accelerated the need for digital marketing adoption among home industries. Cahyanto's research illustrates how businesses have adapted to digital marketing practices to innovate

and sustain their operations during challenging times, showcasing the resilience and adaptability of home industries in leveraging digital platforms for marketing (Cahyanto et al., 2023).

The findings from Soleh further support this, indicating that the effective use of social media can significantly enhance the marketing capabilities of home industries, allowing them to reach broader audiences and engage with customers more interactively (Soleh et al., 2022). The integration of digital marketing into home industry businesses has revolutionized their operational frameworks, enabling them to expand their market reach and enhance sales significantly. Digital marketing encompasses a variety of strategies and platforms that allow these businesses to engage with consumers more effectively, thus fostering a deeper understanding of consumer preferences and behaviors. This understanding is critical as it allows businesses to tailor their marketing efforts to meet the specific needs and desires of their target audience, ultimately leading to increased customer satisfaction and loyalty (Sukmaseyta et al., 2020a).

Digital marketing facilitates access to a broader customer base, transcending geographical limitations that traditionally confined home industries to local markets. By leveraging e-commerce platforms, these businesses can sell their products online, thereby reaching both domestic and international customers. This shift not only enhances convenience for consumers but also opens up new revenue streams for home industry entrepreneurs (Sugiyanta et al., 2023). The ability to operate in a global marketplace is particularly vital in today's economy, where consumers increasingly prefer online shopping due to its accessibility and efficiency (Arifiyyati et al., 2022). The role of social media in digital marketing cannot be overstated.

Platforms such as Facebook, Instagram, and Twitter provide home industry businesses with unique opportunities to engage with customers directly (Ingriana et al., 2024; Rolando, 2024, 2025e, 2025a, 2025d, 2025f, 2025c, 2025b; Rolando et al., 2024, 2024; Rolando & Ingriana, 2024a; Rolando & Sunara, 2024). Through targeted advertising and interactive content, these businesses can build brand awareness and foster stronger relationships with their audience. Social media serves as a powerful tool for promoting products, sharing customer testimonials, and creating a community around the brand (Wanti et al., 2023)). This engagement is essential for cultivating a loyal customer base, which is crucial for long-term business success. Furthermore, the utilization of data analytics in digital marketing strategies allows home industry businesses to continually optimize their marketing efforts.

By analyzing consumer data and metrics, businesses can assess the effectiveness of their campaigns and make informed decisions to enhance their return on investment (ROI). This data-driven approach enables businesses to identify trends, measure customer engagement, and refine their marketing strategies accordingly (Adhi Susano et al., 2023). The ability to adapt and respond to market changes is a significant advantage that digital marketing offers, particularly in a rapidly evolving economic landscape. The adoption of digital marketing strategies has proven to be a pivotal factor in the growth and sustainability of home industry businesses. Research indicates that businesses that embrace digital marketing not only survive but thrive in competitive environments. For instance, studies have shown that home industry businesses that implemented digital marketing strategies experienced substantial increases in sales and customer engagement (Fiona et al., 2022).

This trend underscores the importance of digital marketing as a fundamental component of modern business practices. In addition to enhancing sales and market reach, digital marketing also plays a crucial role in empowering home industry entrepreneurs. By providing training and resources on digital marketing techniques, businesses can equip themselves with the necessary skills to navigate the digital landscape effectively. This empowerment is particularly important for small and medium-sized enterprises (SMEs) that may lack the resources to compete with larger corporations (Feriyana, 2021). Initiatives aimed at educating entrepreneurs about digital marketing can lead to improved business outcomes and greater economic resilience. Moreover, the COVID-19 pandemic has accelerated the shift towards digital marketing, as many consumers have turned to online shopping as a safer alternative. This shift has prompted home industry businesses to adapt quickly to changing consumer behaviors and preferences.

Those that successfully transitioned to digital marketing strategies during the pandemic not only maintained their operations but also found new opportunities for growth (Gellysa Urva et al., 2022). The pandemic has highlighted the necessity for businesses to be agile and responsive to market demands, reinforcing the value of digital marketing in today's economy. The impact of digital marketing extends beyond sales; it also enhances the overall customer experience. By utilizing digital channels, businesses can provide personalized experiences for their customers, which is increasingly expected in today's market. Personalization can take many forms, from tailored product recommendations to customized marketing messages that resonate with individual consumers (Mukhlison et al., 2022).

This focus on customer-centric marketing is essential for building brand loyalty and encouraging repeat purchases. Furthermore, the integration of digital marketing into home industry businesses fosters innovation. As entrepreneurs explore new digital tools and platforms, they often discover novel ways to enhance their product offerings and improve operational efficiency. This spirit of innovation is crucial for staying competitive in a crowded marketplace, where consumer preferences are constantly evolving (Yansahrita et al., 2023). By embracing digital marketing, home industry businesses can position themselves as leaders in their respective fields, driving both growth and innovation.

The qualitative approach in this study also allows for the exploration of the challenges faced by home industry owners in adopting digital marketing. Many MSMEs still lack adequate knowledge and understanding of digital marketing, which hinders their ability to fully leverage these tools for business growth (Nazriati et al., 2023).

Training and educational initiatives are essential to empower these entrepreneurs, as highlighted by various studies that focus on the need for digital marketing education and skill enhancement (Robby Aditya et al., 2023). In conclusion, the qualitative descriptive approach provides valuable insights into the utilization of digital marketing as a global marketing tool for home industries. By understanding the strategies employed and the challenges faced, this study aims to contribute to the ongoing discourse on enhancing sales through digital marketing in the context of the digital economy.

### 3.1. Digital Marketing

The adoption of digital marketing can significantly enhance home industry businesses' understanding of consumer preferences and behavior, enabling them to reach more targeted customers and market segments. This transformation is crucial in the context of the digital economy, where consumer insights are pivotal for tailoring marketing strategies effectively. Digital marketing provides home industry businesses with tools to analyze consumer behavior and preferences through various online platforms (Muh. Ahsan Kamil et al., 2024). For instance, Ma'Ruf emphasizes that the application of digital marketing methods allows businesses to gather data on consumer interactions, which can be used to refine marketing strategies and improve sales outcomes (Maulana Ma'ruf, 2023). Similarly, Sukmasetya highlights the importance of digital marketing in expanding market reach and understanding customer needs, which is essential for developing targeted marketing campaigns (Sukmasetya et al., 2023).

The implementation of digital marketing strategies in Indonesian home industries has demonstrated significant transformative potential in enhancing business performance and market reach. As home industries transition from traditional marketing approaches to digital platforms, numerous benefits have emerged, ranging from increased market visibility to improved customer engagement and sales growth. These small-scale enterprises have leveraged various digital marketing tools, including social media platforms, e-commerce integration, and online advertising, to expand their market presence beyond traditional geographical limitations. The adoption of digital marketing has enabled home industries to establish stronger brand identities, engage directly with customers, and respond more effectively to market demands. This digital transformation has proven particularly valuable in helping home industries adapt to changing consumer behaviors and preferences in the increasingly digital marketplace.

However, the journey toward digital marketing adoption presents various challenges for Indonesian home industries. Many business owners face obstacles such as limited digital literacy, insufficient technological infrastructure, and resource constraints. These challenges are particularly pronounced in rural areas, where access to digital resources and training opportunities may be limited. Despite these obstacles, successful cases of digital marketing implementation demonstrate how proper strategy and support can help overcome these barriers, leading to enhanced business performance and sustainability. The evidence suggests that when effectively implemented, digital marketing not only improves operational efficiency but also contributes to the long-term viability of home industries in the competitive digital economy.

This capability to analyze consumer data leads to better segmentation and targeting, allowing businesses to cater specifically to the preferences of distinct consumer groups. Moreover, the use of social media and other digital platforms facilitates direct interaction between businesses and consumers, providing real-time feedback that can inform marketing strategies. Arifiyyati notes that digital marketing not only enhances visibility but also allows businesses to engage with their customers more effectively, thereby gaining insights into their preferences and behaviors (Arifiyyati et al., 2022).

This engagement is crucial for home industries, as it enables them to adapt their products and marketing approaches based on consumer feedback. Furthermore, the educational initiatives aimed at enhancing digital marketing skills among home industry entrepreneurs play a vital role in this process. Desrizal points out that training programs focused on digital marketing empower MSMEs to utilize these tools effectively, leading to improved understanding of consumer dynamics (Desrizal et al., 2023). Such training equips entrepreneurs with the knowledge necessary to analyze market trends and consumer behavior, ultimately enhancing their marketing strategies. In conclusion, the adoption of digital marketing is instrumental in providing home industry businesses with a deeper understanding of consumer preferences and behavior (Bobsaid et al., 2022). By leveraging digital tools and analytics, these businesses can effectively target their marketing efforts, leading to increased sales and improved customer satisfaction. Yansahirta discusses the role of digital marketing in enhancing the promotion and distribution of home industry products in the Oku Timur region. It emphasizes leveraging digital platforms to expand market reach and optimize marketing efforts, particularly for small businesses (Yansahirta et al., 2023). Moreover, Sukmasetya discusses the role of digital marketing as a tool for global marketing in home industries. It highlights the benefits of leveraging digital platforms to increase sales, improve market reach, and optimize production efficiency. The study emphasizes that digital marketing is crucial for small businesses and home industries to adapt to market dynamics and compete globally. It also addresses specific strategies, such as using social media advertising and content marketing, to attract and engage customers effectively (Sukmasetya et al., 2020).

The research highlights how traditional approaches, such as direct sales, exhibitions, and consignment, incur high operational costs, slow capital turnover, and stagnate production and sales volumes. To address this, the study emphasizes adopting digital marketing strategies tailored to the capabilities and understanding of small-scale businesses. For the *Kopi Lombok* home industry, located in Desa Sigerongan, the integration of digital marketing tools

aims to reduce dependency on outdated methods and expand market reach. By leveraging technology, the initiative seeks to empower businesses to independently utilize digital platforms, thereby boosting sales and fostering the growth of the micro-enterprise sector. This approach demonstrates that digital marketing can provide a sustainable solution for local businesses to remain competitive in the modern market landscape (Handajani et al., 2019). The study emphasizes the importance of aligning marketing strategies with technological advancements to create a more efficient and targeted approach. It also provides insights into common challenges faced by home industries in transitioning to digital marketing and offers practical solutions, such as capacity-building programs and technology integration for sustainable growth. (Endrawati Subroto et al., 2024)

Digital marketing has emerged as a crucial tool for home industry sustainability and growth in the increasingly digital marketplace. Research indicates that home industry owners face significant challenges in adopting digital marketing strategies, particularly due to limited digital literacy and technical expertise. These challenges are especially prevalent among traditional home industry entrepreneurs who have relied on conventional marketing methods. While various stakeholder initiatives support digital transformation, the limited availability of comprehensive training programs and structured support systems has impeded widespread adoption. Studies demonstrate that successful digital marketing implementation requires not only technical knowledge but also a deep understanding of digital consumer behavior and platform-specific strategies. This aligns with findings showing that home industries that successfully adopt digital marketing strategies typically experience enhanced market reach and improved sales performance (Inggriana et al., 2025; Mulyono, 2024; Mulyono et al., 2025; Rolando & Inggriana, 2024b; Rolando & Mulyono, 2024; Rolando et al., 2025). The research emphasizes the importance of tailored digital marketing approaches that consider the unique characteristics and constraints of home industries, such as limited resources and operational scale. Furthermore, the studies highlight how effective digital marketing implementation can help home industries transcend geographical limitations and access broader market opportunities, contributing to their long-term sustainability and competitiveness in the digital economy era (Mukhlison et al., 2022). Furthermore, there is a proof that digital marketing in boosting sales for small and medium enterprises (SMEs) in Secanggang, a rural area in Indonesia. The study highlights how digital marketing can optimize product promotion and sales, even in less developed areas. It emphasizes using tools such as social media and online platforms to reach broader markets, especially during economic challenges. The journal argues that digital marketing strategies, when effectively implemented, can enhance the competitiveness of local businesses and drive economic growth in the community (Ramadhani et al., 2022)

### 3.2. Home Industry

Home industries, often characterized as small-scale and family-owned businesses, have the potential to leverage digital marketing to expand their reach beyond local markets and compete effectively in the global marketplace (Zuhdi et al., 2024). The integration of digital marketing strategies allows these businesses to enhance their visibility, engage with a broader audience, and ultimately increase sales. The adoption of digital marketing provides home industry entrepreneurs with tools to analyze consumer behavior and preferences, enabling them to tailor their marketing efforts to specific market segments. For instance, Ma'Ruf emphasizes that implementing digital marketing methods can significantly improve sales by allowing businesses to connect with consumers more effectively (Maulana Ma'ruf, 2023). Furthermore, the research conducted by Desrizal highlights the role of digital marketing in facilitating global recognition for home industries, thereby increasing their sales volume and profitability (Desrizal et al., 2023). Moreover, the use of social media platforms has become a critical component of digital marketing for home industries.

Platforms such as Facebook and Instagram enable entrepreneurs to showcase their products, interact with customers, and receive immediate feedback, which is essential for refining marketing strategies (Sukmasetya et al., 2020c). This direct engagement fosters a deeper understanding of consumer needs and preferences, allowing businesses to adapt their offerings accordingly. Training and capacity-building initiatives are also vital for empowering home industry owners to utilize digital marketing effectively. Wati et al. emphasize the importance of enhancing digital skills among MSME owners to keep pace with technological advancements and market demands (Wati et al., 2023)

By equipping entrepreneurs with the necessary knowledge and skills, these initiatives can help them maximize the benefits of digital marketing, leading to increased competitiveness in the global market. In conclusion, the strategic use of digital marketing presents a significant opportunity for home industries to transcend local limitations and engage with a global consumer base. By understanding consumer preferences and leveraging digital tools, these businesses can enhance their market presence and drive sales growth (Ratna Gumilang, 2019).

Digital marketing has emerged as a pivotal strategy in enhancing sales performance and market competitiveness for small-scale home industries in the digital economy era. Through the strategic implementation of digital marketing tools, including social media marketing, content creation, and targeted online advertising, these enterprises have found effective pathways to increase their brand visibility and deepen customer engagement. The digital transformation of marketing practices enables home industries to establish consistent and meaningful online presences, facilitating direct communication with consumers and creating opportunities for real-time market feedback. By developing tailored promotional campaigns across various digital platforms, these businesses can effectively

penetrate broader market segments and geographic regions previously beyond their reach. This shift toward digital marketing strategies has proven particularly significant in enabling home industries to overcome traditional market limitations, optimize their marketing investments, and achieve sustainable growth in an increasingly competitive digital marketplace. The strategic integration of digital marketing tools not only enhances sales performance but also enables these enterprises to build stronger brand identities and establish more resilient business models adapted to contemporary consumer behaviors and preferences. The study utilizes a structured approach, beginning with an assessment of existing marketing challenges and followed by implementing training and practical sessions on digital tools such as Canva, Instagram, and TikTok. This hands-on methodology ensures that participants gain actionable insights and develop relevant skills. The program emphasizes understanding digital business concepts and leveraging social media for effective branding and sales generation (Dawam et al., 2022).

Business implements digital marketing strategies to enhance its operations and reach a broader audience. The study highlights their product offerings, such as unique pumpkin-based foods like lapis cakes, brownies, and donuts, which are positioned as innovative and high-quality. Pricing is designed to be affordable, ranging from IDR 33,000 to IDR 450,000, with the convenience of digital payments improving customer satisfaction. The distribution strategy focuses on utilizing digital platforms like WhatsApp, Instagram, Facebook, and food delivery apps such as GoFood and GrabFood to connect with customers. Promotion involves leveraging interactive social media features to boost brand awareness and sales. These efforts demonstrate the effectiveness of digital marketing in supporting SMEs like Fanny's Food in adapting to the competitive digital landscape (Pratiwi et al., 2022). For home industries, digital marketing strategies such as content marketing and customer interaction have proven beneficial in enhancing product visibility and boosting customer engagement. Additionally, digital platforms provide cost-effective means of marketing, allowing businesses to minimize expenses on traditional marketing and expand their audience without geographical limitations (Azhari et al., 2021).

The implementation of sophisticated digital marketing techniques encompasses comprehensive strategies for visual content creation and social media engagement. This approach emphasizes the development of professional product photography skills and strategic social media management to enhance market presence. Through targeted training initiatives, home industry entrepreneurs learn to create compelling visual content using accessible technology, demonstrating how resource-efficient solutions can yield professional marketing outcomes. The integration of visual marketing strategies across multiple digital platforms, particularly through social media channels, has proven instrumental in elevating product visibility and market awareness. This strategic approach to digital content creation and distribution enables home industries to establish stronger brand identities and engage more effectively with their target audiences. The success of these initiatives underscores the transformative potential of digital marketing tools in enabling small-scale enterprises to compete more effectively in the digital marketplace, particularly through the creation of visually appealing content that resonates with modern consumers. Furthermore, the utilization of widely accessible platforms for content distribution has demonstrated significant impact in expanding market reach and fostering deeper customer engagement, ultimately contributing to enhanced business performance and market positioning (Meidasari et al., 2024).

### **3.3 Theoretical and Practical Implications**

This study yields several significant theoretical and practical implications for the development of digital marketing in home industries. From a theoretical perspective, the research contributes to the existing literature by providing a comprehensive framework for understanding the integration of digital marketing strategies in small-scale enterprises. The findings emphasize the crucial role of digital transformation in enabling home industries to compete effectively in the global marketplace, particularly in the context of developing economies like Indonesia.

The practical implications of this study are multifaceted and far-reaching. Home industry owners can utilize the findings to develop more effective digital marketing strategies tailored to their specific needs and resource constraints. The study provides evidence-based insights into successful digital marketing implementations that can be adapted by similar businesses. For policymakers, the research highlights the need for supportive policies and infrastructure development to facilitate digital transformation among home industries. This includes the development of digital literacy programs, creation of accessible training initiatives, implementation of supportive regulatory frameworks, and investment in digital infrastructure, particularly in rural areas.

The study further emphasizes the importance of developing comprehensive training programs that address basic digital literacy skills, advanced digital marketing techniques, data analytics, consumer behavior analysis, and platform-specific marketing strategies. For stakeholders involved in supporting home industries, the research provides guidance on effective resource allocation for digital marketing initiatives, highlighting areas that require particular attention and investment.

### **3.4 Future Research Directions**

Based on the findings and limitations of this study, several promising directions for future research emerge. There is a critical need for longitudinal studies examining the long-term impact of digital marketing adoption on home industry performance, the evolution of digital marketing strategies in response to technological changes, and the sustainability of digital marketing practices in home industries. Cross-cultural comparisons represent another vital area for future

research, including comparative studies of digital marketing adoption across different regions and cultures, analysis of cultural factors influencing digital marketing effectiveness, and investigation of regional variations in consumer response to digital marketing.

Technology integration presents another crucial avenue for future research, particularly in understanding the impact of emerging technologies on home industry digital marketing. This includes studies on AI and machine learning applications in small-scale business marketing and investigation of automation tools suitable for home industry contexts. The development of performance metrics also requires further attention, including the creation of standardized metrics for measuring digital marketing success in home industries, ROI assessment frameworks specific to small-scale enterprises, and analysis of key performance indicators for digital marketing in informal sectors.

### **3.5 Industry Trends and Future Outlook**

The future of digital marketing in home industries is likely to be shaped by several emerging trends. A significant shift toward a mobile-first approach is becoming increasingly evident, with growing emphasis on mobile-optimized marketing strategies, development of mobile-specific content and campaigns, and integration of mobile payment systems and m-commerce. Social commerce evolution represents another major trend, characterized by enhanced integration of social media and e-commerce, development of new social selling platforms, and increased focus on community-based marketing.

Personalization and data analytics are becoming increasingly central to digital marketing strategies, with greater use of customer data for personalized marketing, implementation of AI-driven marketing solutions, and enhanced customer segmentation and targeting. Sustainability and digital innovation are also emerging as key considerations, with growing focus on the integration of sustainable practices with digital marketing, development of eco-friendly digital solutions, and emphasis on responsible digital marketing practices.

### **3.6 Recommendations for Stakeholders**

The successful implementation of digital marketing strategies requires coordinated efforts from various stakeholders. Home industry owners should prioritize continuous digital skills development, adopt data-driven decision-making processes, focus on building strong online brand presence, and embrace emerging digital technologies. These efforts should be supported by comprehensive policy frameworks that facilitate digital adoption and growth.

Policymakers play a crucial role in creating an enabling environment through the development of comprehensive digital literacy programs, creation of supportive regulatory frameworks, investment in digital infrastructure, and provision of incentives for digital adoption. Educational institutions can contribute by designing practical digital marketing curricula, developing industry-relevant training programs, fostering collaboration with home industries, and creating hands-on learning opportunities.

Technology providers have an essential role in supporting this digital transformation by developing user-friendly solutions for small businesses, providing affordable digital marketing tools, offering localized support and training, and creating scalable solutions for growing businesses. The future success of home industries in the digital economy will largely depend on their ability to adapt to emerging trends and leverage new technologies effectively. Continued research and development in this field will be crucial for understanding and addressing the evolving needs of home industries in their digital transformation journey.

The convergence of these various elements - from policy support to technological innovation, from educational initiatives to practical implementation - will determine the trajectory of digital marketing adoption in home industries. As the digital landscape continues to evolve, the ability of home industries to navigate these changes while maintaining their unique characteristics and competitive advantages will be crucial for their long-term sustainability and success in the global marketplace.

## **4. CONCLUSION**

This research has examined the utilization of digital marketing as a global marketing tool for enhancing sales in home industries within the digital economy era. Through a systematic review of 46 peer-reviewed articles using the PRISMA framework, several key findings have emerged. First, digital marketing adoption significantly enhances visibility and market reach of home industries, allowing them to connect with consumers beyond local markets. The implementation of digital marketing strategies enables these small-scale enterprises to transcend geographical limitations that traditionally confined their operations, providing opportunities to compete in the global marketplace. Second, effective digital marketing methods foster a better understanding of consumer preferences and behaviors, which is crucial for tailoring marketing efforts and enhancing customer engagement. This understanding allows home industry entrepreneurs to develop more targeted marketing campaigns that resonate with their audience, resulting in improved sales performance. Third, social media emerges as a critical component of digital marketing strategies, facilitating direct interaction with consumers and providing real-time feedback essential for refining marketing approaches and product offerings. The study reveals that successful digital marketing implementation requires both technical knowledge and strategic planning. Home industries that invest in digital skills development demonstrate notably better performance outcomes, with studies showing increased sales and improved customer

retention when digital platforms are effectively utilized. The research also highlights the importance of training and capacity-building initiatives in empowering home industry owners to effectively leverage digital tools, as many still lack adequate knowledge in this area. The main advantage of this research lies in its comprehensive analysis of digital marketing implementation specifically tailored to home industry contexts, providing practical insights for entrepreneurs operating with limited resources. The findings offer valuable guidance for home industry owners in implementing effective digital marketing strategies within their resource constraints. For policymakers, the study underscores the need for supportive infrastructure and regulatory frameworks that facilitate digital transformation among home industries, particularly in developing economies. The research also emphasizes the importance of educational initiatives aimed at enhancing digital literacy among home industry entrepreneurs. Several limitations should be acknowledged. The focus on Indonesian home industries may limit generalizability to other cultural and economic contexts, as digital marketing practices and effectiveness may vary across different regions and markets. The reliance on existing literature rather than primary data collection may not capture the most recent developments in digital marketing practices or provide detailed insights into implementation challenges faced by specific home industries. Additionally, the rapid evolution of digital technologies suggests that findings may require regular updates to remain relevant, as new platforms and tools continue to emerge in the digital landscape. Future research directions include longitudinal studies examining the long-term impact of digital marketing adoption on home industry performance and sustainability, cross-cultural comparative studies to understand how digital marketing effectiveness varies across different contexts, and investigation into the application of emerging technologies such as artificial intelligence and machine learning in home industry marketing. Research focused on developing standardized performance metrics for digital marketing in home industries would also be valuable for both practitioners and researchers in evaluating the effectiveness of different strategies and approaches.

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