

DESIGN DIGITAL MARKETING STRATEGY ON TRAVELXISM USING DIGITAL MARKETING CANVAS

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ABSTRACT

Trade and marketing in Indonesia began to penetrate the era of digitalization since the development of communication technology is increasingly massive and ease of internet access. Technology and digital media that are increasingly developing have changed people's activities from offline shopping to online. This is due to various factors, such as the rapid development of the internet, technology, telephone, and the emergence of various social media. In the digital age and the development of social media, an effective digital marketing strategy has become important for Travelxism. The purpose of this study is to find out the picture of Digital Marketing Canvas on social media marketing, content marketing, and Travelxism website. The method used is qualitative with the analytical tools used Digital Marketing Canvas. Data collection using structured interviews through the Zoom Meeting application and offline interviews in Yogyakarta supported by data from Travelxism. The sampling technique used in this study was purposive sampling. The results of this study Travelxism has used the digital marketing canvas to build a comprehensive marketing strategy that includes online marketing Semakin Peka on Instagram, WhatsApp, Tiktok, Facebook, Youtube and Website, and even offline marketing in Omah Budoyo Yogyakarta, Pasar Wiguna and Politeknik YKPN Yogyakarta. Travelxism has leveraged a following on social media, and social media marketing, content, marketing and website campaigns to reach a larger audience.

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1. INTRODUCTION

Trade and marketing in Indonesia began to penetrate the era of digitalization since the development of communication technology is increasingly massive and ease of internet access (Sholikhatin et al., 2022). This is due to various factors, such as the rapid development of the internet, technology, telephone, and the emergence of various social media (Lady et al., 2023). The rapid development of the internet has a major impact on the business sector, especially in the internet marketing sector, or commonly referred to as digital marketing (Redjeki & Affandi, 2021). This does not prevent some business actors from implementing digital marketing strategies in running their business (Hapsoro et al., 2019).

Today's emerging era is the digital age (Basnet & Auliya, 2022). Businesses that want to reach their target audience in today's digital age need a strong online presence. Businesses can effectively market their products and services to a more widely available online audience, through the correct digital marketing strategy. Digital marketing strategies are definitively no different from the concept of direct marketing, the difference is only done using technological and information means (Wahyudi et al., 2022). This digital marketing strategy is more promising in that it will allow potential customers to obtain all the information about their products and make purchases on the Internet (Hilmiana & Kirana, 2021). Furthermore, digital marketing strategies must be right on target so that increasing revenue and customer engagement is more optimal (Nazulfa & Santoso, 2023).

The use of Digital Marketing Canvas to help businesses create detailed plans for their e-marketing efforts is a common strategy (Jain, 2023). Digital Marketing Canvas allows digital marketers to exchange ideas and collaborate on thoughtful digital business plans. Digital Marketing Canvas allows digital marketers to analyze and measure the success rate of business campaigns while optimizing their digital marketing strategies (Khalkhali, 2017). Semakin Peka is a campaign initiated by Travelxism as a form of concrete action to reduce the impact on the climate crisis, especially those caused by the fashion industry. This campaign Travelxism realizes into a variety of collaboration products with communities, non-profit organizations, and local artisans to produce sustainable products (Kusumo, 2022).

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Travelxism feels ineffective in carrying out digital marketing strategies, and bookings through Instagram and WhatsApp and the number used is not a WhatsApp Business number, so it's not necessarily the target consumer or recipient of the message is the customer faithful.

In addition, the impact propagates on fluctuations or ups and downs in sales of Semakin Peka products. The following is a graph of Semakin Peka sales data that the researcher presents as an initial picture of Semakin Peka sales conditions (Figure 1).

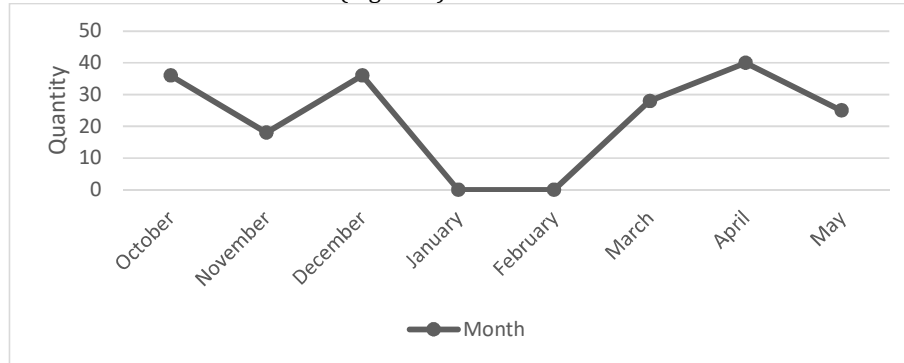


Figure 1. Grafik Sales *Semakin Peka* Years 2022 – 2023

Source : Document Travelxism

Based on Figure 1, sales of Semakin Peka have fluctuated for several months. In October sales of Semakin Peka were at 36 buyers, in November sales of Semakin Peka decreased to 18 buyers, in December 2022 sales of Semakin Peka equaled the number of buyers in October which was 36 people. While in January and February there were no sales at all because they were preparing new products. Then in March 2023 sales of Semakin Peka are at 28 buyers, in April 2023 sales of Semakin Peka are at 40 buyers and in May 2023 sales of Semakin Peka are at 25 buyers.

Solving this problem requires design the digital marketing strategy using Digital Marketing Canvas. Travelxism distributes Semakin Peka products as a form of digital marketing implementation on Instagram, WhatsApp, Facebook, TikTok and websites. In partnership with its digital marketing plan, this study will set out the 11 elements of Digital Marketing Canvas to be created by Travelxism in order to cover all aspects of their online presence.

Empirically gap, there has been no research examining Design Digital Marketing Strategy on Travelxism Using Digital Marketing Canvas. This is because previous studies have only focused on the influence of digital marketing on sales performance, brand awareness, and online purchase decisions (Haque, 2020) (Yacub & Mustajab, 2020) (Al Azzam & Al-Mizeed, 2021)

This study focuses on analyzing the digital marketing strategies for Travelxism by looking at the needs and emerging gaps and using Digital Marketing Canvas. A limitation of this research is that it only covers several types of digital marketing.

2. METHOD

This research was conducted at Travelxism companies in Yogyakarta where the research began in March-May. This research is a descriptive qualitative research where research uses observational and interview research techniques and uses purposive sampling techniques which emphasize sampling by determining special characteristics that are in accordance with the research objectives so that the answers obtained will be as expected by researchers (Tyasari & Patrikha, 2023). Qualitative research is used because it can describe the behavior of research subjects, complete interaction with promotional activities carried out on social media, Instagram, Facebook, and Tiktok, and can explore ways of promotion through social media, Instagram, Facebook, and Tiktok that have hopes in the future (Sahputri et al., 2023). In this study researchers used observation, interviewing, and documentation methods. Data sources are obtained through primary data and secondary data (Uula et al., 2019). The data used in this study is primary data in the form of structured interviews with the marketing department of the research object (Widyarti & Widyakto, 2021). While secondary data is obtained through documents, reports, and various literature studies and research articles on digital marketing (Christina et al., 2019). The data analysis technique used in this study is a descriptive qualitative analysis technique by carrying out the process of data, collection,

data, reduction, data presentation, and conclusion drawing / verification. By obtaining valid data, the researcher checks the validity of the data using the triangulation method (Amanda, 2022).

3. RESULT AND DISCUSSION

A. Value Propositions

Travelxism under the auspices of PT. Gemilang Media Wisata is a startup founded in 2019 and based in Yogyakarta, the center of Javanese culture and a mini Indonesia where students from various corners of the archipelago are located there. Travelxism works in the tourism industry with a focus on assisting innovative research of tourism potential to develop the tourism community by organizing various seminars and on digitization and branding of destinations and offering sustainable tourism packages led by professional guides. Having various products in the field of tourism and digitalization, Travelxism consists of human resources who are certainly professionals in their fields. Travelxism, which has been established since 2019, also has various experiences seen from the existing portfolio, as well as various positive testimonials from clients and partners of Travelxism. Travelxism also has experience working with various partners ranging from the government and organizations at the local, national and international levels, both profit and non-profit to create ideas for sustainable tourism development.

The large amount of plastic waste in the community causes various problems and the environment. Therefore, Travelxism through the Semakin Peka product carries the concept of sustainable products as a real action in loving the earth by using natural materials from linen fabrics made from hemp plants and natural dyes from Indigofera plants. Products presented by Travelxism include Gayatri Handbag, Andaru Scarf, Mandaya Bucket Hat and Reksa Totebag. In addition, the products produced from the curation of collaboration with several MSMEs in Tourism Villages in Yogyakarta include aromatherapy candles, natural soaps, and traditional herbal medicine. Travelxism sees that each product has its own uniqueness, including the Semakin Peka eco-friendly product which is a sustainable product which is not only environmentally friendly because it uses dyes from plants. Travelxism also pays attention to economy circular making fair there is no inequality that artisans, local communities, non-profit organizations get profit according to their contribution.

B. Mission

Travelxism hopes to involve more stakeholders to participate in the implementation of sustainable tourism, through media production, as well as provide meaningful choices for tourists and local communities through sustainable tour packages and virtual tours.

C. Vision

Transforming tourism assets into marketable products by maximizing economic, social, cultural benefits while protecting the environment.

D. Brand

Semakin Peka comes by making products from environmentally friendly natural ingredients, and at the same time can have a positive impact on the social economy. Most of the Semakin Peka products are made from hemp (linen fabric). The Semakin Peka to choosing hemp plants because these plants do not require much water supply. The Indigofera leaves grown directly by the farmers around Jlamprang village and Semarang Regency are used Semakin Peka in fabric dyes. The skilled hands of local artisans in the village of Jlamprang, initiated by Tinctori, then produce the Semakin Peka products directly.

In the brand element, Travelxism communicates the message of Semakin Peka to potential customers by using the following strategies:

- Social media: Travelxism uses social media platforms such as Instagram, Tiktok and Facebook to share interesting and informative content about eco-friendly travel. This content can include photos and videos from eco-friendly travel destinations and stories of people who are making a difference in viewers' journeys.
- Website: Travelxism creates a website that covers various topics about sustainable travel, such as popular destinations, how to plan an eco-friendly trip, and tips on saving money when traveling in an eco-friendly manner. The Travelxism website can be a valuable resource for potential customers looking for information about eco-friendly travel.

E. Target Audience

To develop an overall digital marketing plan, canvas businesses should first identify their target market or customer segment. When you advertise your work, that includes the preferences and behaviours of those who would like to be understood. Companies can develop a value proposition that directly responds to their needs and desires, after the identification of target groups (Jain, 2023). This *Semakin Peka* collaboration product targets the target market that has been selected in the segmentation analysis of the ideal customer target. Segments of collaboration products are sold according to interests, knowledge, and available resources. The market determination is in accordance with products intended for S1 students, to young workers in Yogyakarta, Semarang, Solo, Bandung and Jember in the age range of 18-35 years and male and female genders as the main target.

F. Market

This collaboration product continues to develop marketing strategies so that its business continues to grow and be able to compete with competitors, namely Sumbu Official and Berdayakain. The Sumbu Official of its target customers is Socio Economic Status A-B, and Berdayakain its target customers are Socio Economic Status B-C. The product categories and prices offered are similar, and both are sold on the Tokopedia and Shopee Marketplaces. Travelxism has therefore developed a new product called Semakin Peka in Yogyakarta's new business line to geographically expand the above opportunities targeting the entire Indonesian market. Travelxism knows that "sustainable" or "sustainability" is not just a slogan and attracts public attention in order to generate economic benefits alone. Therefore, Travelxism responds by making products Semakin Peka that create a sustainable positive impact on the economy, environment and social.

G. Acquisition

In order to reach their target audiences, businesses need to determine the channels they are going to use. Other channels such as social media platforms, search engines display advertising, website and more can be included. The characteristics of the target audience and business's objectives shall be taken into account when selecting a channel (Jain, 2023). Travelxism is a tourism consulting company that uses online media as one of its channels to sell their Semakin Peka products. For the purpose of marketing its products, such as instagram, whatsapp, tiktok and facebook pages that upload and publish content on a basis,

Travelxism it has a number of social media profiles. Very few users leave likes, comments, shares and saves on Travelxism posts. Travelxism will reach potential buyers through social media marketing by integrating various channels, including:

a. Instagram

Travelxism, digital marketing strategy on Instagram lacks interaction and little activity for customers. The number of people who follow Instagram is 13.4 thousand followers, posts with the number of likes 1,712 from 28 “posts” feeds, and reels. Content production in the form of feeds and videos is a deal for Travelxism so that Semakin Peka marketing products attract more buyers. The process of planning, creating and publishing Semakin Peka content begins with the creation of a content design planning for Instagram social media. Creating a content design calendar planning is created in Google Drive which contains Semakin Peka content programs (reels, stories or feeds). Catalogs include Reksa Totebag, Mandaya Bucket Hat, Gayatri Handbag, Wastra Bucket Hat, Siji Aromatherapy Candle, Fili Soap and Jamu Tradisional Sekar Arum. The planned content provisions are within a week to create at least 3 contents. Furthermore, in this content creation process, of course, follow Brand Guideline, which is specifically on the use of color palettes and the placement of logos and social media information listed in each content. At this stage the content has been reviewed, then the social media specialist makes captions related to visual content to be published along with the existing visual content.

Travelxism will focus the channel on marketing efforts to be Semakin Peka through Instagram social media. A great way of attracting a large audience and engaging them is through Instagram. Travelxism can use Instagram to share interesting content, answer questions, and build relationships with audiences. By focusing on Instagram channels, Travelxism can increase awareness about its brand, attract more customers, and build strong relationships with audiences.

b. WhatsApp

Travelxism uses WhatsApp to communicate with potential buyers who want to purchase Semakin Peka products online, as a means of answering questions from prospective customers.

c. Tiktok

Travelxism uses Tiktok social media under the account name travelxism. Apart from being a digital marketing medium, the Tiktok application also displays business profiles, business taglines, namely Toward Sustainable, Website links and Instagram social media account addresses. Tiktok Travelxism with 517 followers, 14 follows and 14.0K who liked the content. The application targets the marketing of Travelxism products through videos and 6 video content recorded by Travelxism in 30 to 60 seconds for each content Semakin Peka.

d. Facebook

Travelxism digital marketing strategy on Facebook has no interaction and little activity for customers and the number of people who like more than 1.4 thousand followers and posts with 1.4 thousand likes.

e. Youtube

Travelxism has a YouTube channel with over 6,49 ribu subscribers. The channel has a diverse 74 videos, including travel vlogs, product reviews, and destination guides. The channel is regularly updated with new content Podxism Semakin Peka.

f. Website

Travelxism is a startup that realizes the importance of using sites for business is *Semakin Peka*. In addition, Travelxism is a startup company that is committed to the development of sustainable tourism with social, local, environmental and cultural insights in Indonesia, so it requires rapid dissemination of information to attract public interest. Semakin Peka is part of the Travelxism website with the following domain names: <https://www.travelxism.com/> and 25% of the content of the Travelxism website contains information about the travelxism company itself, while 75% of the content of the website travelxism.com contains information about tourist attractions.

To ensure that every business stays alive, services, trade, industry and a combination of these elements may The basis for its existence, it is essential to implement a digital marketing strategy. It is not necessarily possible to achieve maximum results from the use of marketing strategies. The recognition and strengthening of product brand image is two objectives which must be taken into account. To encourage followers to convert consumers or users, the promotion content suggestions must be developed and made interesting and distributed as part of a digital strategy. This research supports the statement (Hamidy et al., 2023) that the results of all these analyses determine a digital marketing strategy that suits the company's current situation. Here's the presentation:

a. **Social Media Marketing**

Travelxism can optimize Instagram Ads or Facebook Ads to increase reach and brand awareness by promoting posts to people who don't currently follow a Travelxism account. Then Travelxism can do Tiktok Ads to help more people find Travelxism videos and push to the website and increase the chances of Travelxism to get more followers. Through Tiktok Ads, Travelxism can find out basic information from uploaded content such as the number of impressions, likes, comments and shares of Semakin Peka content. Travelxism will also get information about how many people visit the Travelxism website and the demographics who interact on Travelxism videos and get data the audience that can help create content. Also, Travelxism can optimize the functionality of Whatsapp Business and use a special number for Semakin Peka activities and complete Whatsapp Business profile properly starting with a profile photo with the Semakin Peka logo including catalog photos, open hours on the Internet, addresses on other social media sites like Instagram and Tiktok.

b. **Content Marketing**

Consistently upload organic content in the form of bundling or product promotion during the campaign period. Then you can do Instagram live broadcasts and Tiktok live broadcasts on Travelxism accounts to attract followers' attention and increase sales. After that, Semakin Peka can maximize exposure some promotional content on Travelxism social media and can maximize Instagram Shop and Tiktok Shop to give customers an instant experience (shopping is directed to the Travelxism Website).

c. **Website**

As one of the partners who has an established Website, Travelxism can improve the function of the Website into e-commerce as a sales container. This can be an option to make it easier for customers to reach products as well as to increase traffic to the Travelxism website.

H. Activation

Your first experience of happiness can be measured by reaching your a-ha moment and your a-ha experience can be a source of problem-solving information as well as many other emotions and feelings that make your decision-making productive. New user activation is the critical link between new user acquisition and old user engagement (Laukkonen, et al., 2020). At that stage, if consumers consider the product's value and have a good experience, they will remain to examine it in order to become engaged and loyal customers of this product by recommending it to others.

Travelxism achieves user activation or aha moments through key actions such as clicking on sharing links and purchases on Instagram social media marketing through milkshake links then directed to various social media such as: Whatsapp Admin Travelxism, Whatsapp Admin Semakin Peka, Catalog Semakin Peka, Wastra Bucket Hat Catalog, Website and Tiktok. When users enter Instagram Travelxism with one of the main behaviors above, it will form a sense of identity and emotional connection with Travelxism due to preferential characteristics, which will further generate a desire to buy products *Semakin Peka*.

Now that youve defined your marketing goals you need a metric to measure whether or not youre meeting them. The key performance indicator that measures progress in achieving the target is a KPI. A KPI can be sales page visits using sosial media. In other words KPIs are defined for marketing purposes (Khalkali, 2017). Here are some KPIs that Travelxism can set to determine if customers are Semakin Peka enabled:

- The number of customers who use the product is getting Semakin Peka. This is the most important KPI, as it measures the number of customers who actually use the product.
- Customer recommendations for products are getting Semakin Peka. It measures how likely customers are to recommend Semakin Peka products to others through Instagram Travelxism Insights through Semakin Peka products and Tiktok using Data Analysis.

This research supports the statement (Rachmadewi et al., 2021) that in collecting social media marketing insight data, only Instagram media insight results are obtained. This is because the company's digital marketing activities have so far only focused on Instagram. While Whatsapp does not have a historical data analysis feature on its application, and Facebook has only a small amount of activity and followers so there is no historical data that can be analyzed.

I. Referrral

Customer referrals refer to Semakin Peka products to gain new customers by leveraging the social influence of existing users by sharing content with a network of users. It is a very cheap and sustainable way of CRM promotion. Customer referrals are often more trustworthy than advertisements. If Travelexism

has customer conversion it will lead to huge growth of followers. Travelxism can use various incentives and preferential policies to persuade Semakin Peka customers to actively disseminate information through their own audience channels by providing content information for dissemination, thus achieving publicity and promotional purposes. Here are some ways that Travelxism can get, retain, and grow Semakin Peka audience:

- Create high-quality and relevant content. Travelxism needs to create interesting and informative content for the Semakin Peka audience. This can be website articles, videos, Podxism on Youtube Travelxism Dot Com, or any other type of content. Content must be relevant to the interests and needs of the Semakin Peka audience.
- Disseminating Semakin Peka content across multiple platforms. Travelxism needs to disseminate Semakin Peka content on various platforms, such as social media and websites. This will help Travelxism to reach a wider audience.

J. Revenue

Another important part of your digital marketing canvas is income streams. How companies will make good on their responsive Internet marketing efforts through direct advertising revenue or alternative means should be considered (Jain, 2023).

Travelxism will monetize the behavior of Semakin Peka customers directly generating transactions with consumers and earning marketing service revenue through monetization in Jogja Pasaraya and Ibarboo Park. Travelxism will generate revenue by launching the Semakin Peka business in 2022 with a profit share of collaborators with Babad 55%, Travelxism 33%, Tinctori 8%, Lima Putra Pesisir 2%, Saya Pilih Bumi 2% and now in 2023 it is a self-operated business and is currently a source of income for Travelxism based on 100% fixed fees. By implementing this strategy, Travelxism can generate sustainable revenue and grow over time.

K. Retention

The digital marketing canvas also contains an important element of retention. How Travelxism can interact with the customers and build long term relationships is to be considered by businesses (Jain, 2023). Retention, which means that the goal of managing customers at this stage is to increase customer retention rates. Generally, the cost of retaining an existing customer is much cheaper than acquiring a new one. There are several things that Travelxism can do to make customers use the product even Semakin Peka after the initial purchase:

- Make products that are of high quality and according to customer needs. Travelxism needs to ensure that it's products are made with high-quality materials and fit customer needs. This means conducting market research to understand what customer want and need, then using that information to develop Semakin Peka products that meet those needs.
- Conduct effective promotion and marketing. Travelxism needs to do effective promotion and marketing to increase awareness about the product and attract more customers. For example, it can be achieved using a variety of marketing channels, including the use of Internet advertising, social media and in person events.

Here are some of the things Travelxism can do to build a loyal customer base:

- Provide a great customer experience. This means providing responsive and informative customer service, offering high-quality Semakin Peka products, and making the ordering and payment process easy.
- Build a community of customers. A customer community is a set of customers who are interconnected and share common interests. Travelxism can build a customer community by holding open booth events at Omah Budoyo Yogyakarta, Pasar Wiguna, Politeknik YKPN Yogyakarta and providing interesting content, or providing platforms such as WhatsApp to listen to feedback for customers can be obtained through reviews to share audience experiences. Having an active customer community can help Travelxism to stay in touch with customers, get feedback, and build loyalty.

Before analyzing the Digital Marketing Strategy on Travelxism Using Digital Marketing Canvas :

Mission		Vision		
Brand	Acquisition	Value Propositions	Referral	Target Audience
	Activation		Revenue	
Market		Retention		

Figure 2. Indicator Digital Marketing Canvas

After analyzing the Digital Marketing Strategy on Travelxism Using Digital Marketing Canvas, here is the design:

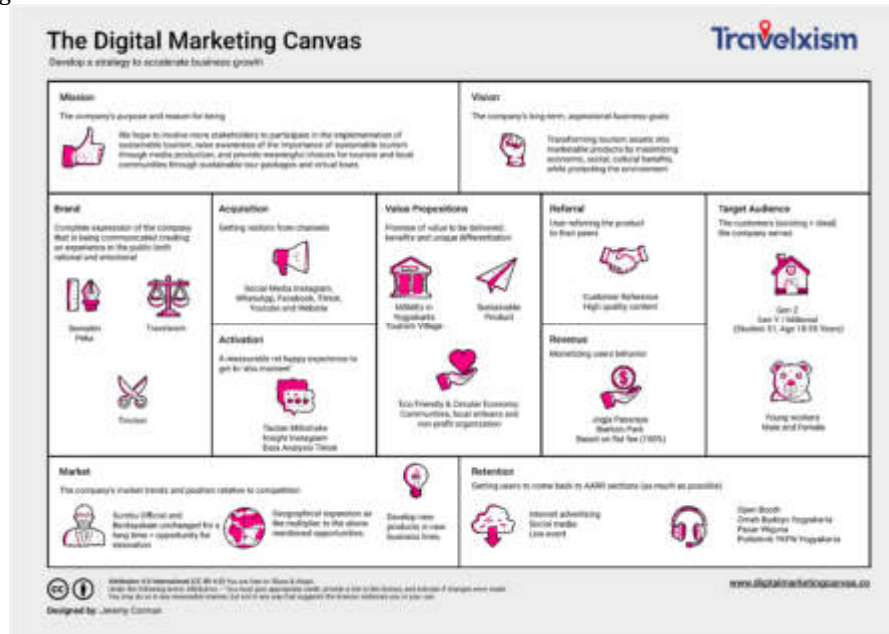


Figure 3. Design Digital Marketing Strategy on Travelxism Using Digital Marketing Canvas

4. CONCLUSION

Travelxism has used the digital marketing canvas to build a comprehensive marketing strategy that includes online marketing Semakin Peka on Instagram, WhatsApp, Tiktok, Facebook, Youtube and Website, and even offline marketing in Omah Budoyo Yogyakarta, Pasar Wiguna and Politeknik YKPN Yogyakarta. Travelxism has leveraged a following on social media, and social media marketing, content, marketing and website campaigns to reach a larger audience. In conclusion, Digital Marketing Canvas provides an effective framework for Travelxism to strategize and implement successful digital marketing campaigns. It's an organized way to think about how the Travelxism brand can reach a larger audience, and how to leverage digital tools, such as social media marketing, content marketing, and websites. By leveraging Digital Marketing Canvas, Travelxism can gain competitive advantage, increase visibility and reach, and ultimately drive more sales. Suggestions for future researchers to focus more on acquisition to get scalable visitors and revenue to monetize user behavior. Based on the results of research shows that digital marketing strategies are the right thing in helping in overcoming the problems that are in Travelxism. It follows that digital marketing strategies have a significant role to play in fulfilling company objectives because they are based on the idea of direction and how those actions must be implemented so as to achieve their goals. Through the right digital marketing strategy using social media marketing, content, marketing and websites, it is expected to increase audience engagement between Travelxism and customers and help increasing sales on Semakin Peka.

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