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The Role of Digital Marketing in Increasing Purchase Intention at the Agricultural Input Business Unit of BUMDes Karya Nyata Salimbatu

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Abstract: The Village-Owned Enterprise (BUMDes) Karya Nyata in Salimbatu Village plays a strategic role in driving the local economy through its Agricultural Production Facilities (Saprodi) business unit. Amidst the rapid development of information technology, the utilization of digital media has become crucial for expanding market reach. This study aims to determine and analyze the extent of the influence of digital marketing on consumer purchase intention in the Saprodi business unit of BUMDes Karya Nyata Salimbatu. This study employed a quantitative approach with an associative method. Primary data collection was conducted by distributing Likertscale questionnaires to 49 respondents, who are farmers and the target market of the BUMDes. Data analysis was performed using SPSS software, encompassing instrument quality tests (validity and reliability), classical assumption tests (Shapiro-Wilk normality and heteroscedasticity), simple linear regression analysis, partial hypothesis testing (t-test), and the coefficient of determination analysis (R²). The empirical testing results proved that digital marketing has a positive and highly significant effect on purchase intention, obtaining a probability significance value of 0.000 (< 0.05) and a regression equation of $Y = 13.818 + 0.420 X$. The coefficient of determination (R Square) value was 0.234, indicating that the digital marketing variable contributed 23.4% to the fluctuation in consumer purchase intention, while the remaining 76.6% was influenced by other factors. The conclusion of this study confirms that the proactive and informative optimization of social media channels, such as WhatsApp and Facebook, is highly effective in stimulating farmers' purchasing decisions.

Keywords: Digital Marketing, Purchase Intention, Village-Owned Enterprises (BUMDes), Social Media, Consumer Behavior

Indonesian Abstract: Badan Usaha Milik Desa (BUMDes) Karya Nyata di Desa Salimbatu memiliki peran strategis dalam menggerakkan perekonomian lokal melalui unit usaha Sarana Produksi Pertanian (Saprodi). Di tengah perkembangan teknologi informasi, pemanfaatan media digital menjadi krusial untuk memperluas jangkauan pasar. Penelitian ini bertujuan untuk mengetahui dan menganalisis seberapa besar pengaruh pemasaran digital terhadap minat beli konsumen pada unit usaha Saprodi BUMDes Karya Nyata Salimbatu. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Pengumpulan data primer dilakukan melalui penyebaran kuesioner berskala Likert kepada 49 responden yang merupakan petani sekaligus target pasar BUMDes. Analisis data dilakukan menggunakan

bantuan perangkat lunak SPSS, meliputi uji kualitas instrumen (validitas dan reliabilitas), uji asumsi klasik (normalitas Shapiro-Wilk), analisis regresi linier sederhana, uji hipotesis parsial (uji t), serta analisis koefisien determinasi (R²). Hasil pengujian empiris membuktikan bahwa pemasaran digital memiliki pengaruh yang positif dan sangat signifikan terhadap minat beli, dengan perolehan nilai probabilitas signifikansi sebesar 0,000 (< 0,05) dan persamaan regresi $Y = 13,818 + 0,420 X$. Nilai koefisien determinasi (R Square) menunjukkan angka 0,234, yang mengartikan bahwa variabel pemasaran digital memberikan kontribusi pengaruh sebesar 23,4% terhadap fluktuasi minat beli konsumen, sedangkan 76,6% sisanya dipengaruhi oleh faktor lain. Kesimpulan dari penelitian ini menegaskan bahwa optimalisasi saluran media sosial seperti WhatsApp dan Facebook yang proaktif dan informatif sangat efektif dalam menstimulasi keputusan pembelian petani.

Kata Kunci: *Pemasaran Digital, Minat Beli, BUMDes, Media Sosial, Perilaku Konsumen*

INTRODUCTION

Rural economic development currently depends heavily on the optimization of Village-Owned Enterprises (BUMDes) as a pillar of community welfare. BUMDes are established primarily to manage village assets and businesses through good governance in order to improve the local economy independently (Syam et al., 2020). The presence of these institutions is expected to serve as an adaptive economic driving force that responds to the needs of local communities. One of the crucial sectors in the rural economic structure is agriculture, which requires adequate support in the form of agricultural production facilities. The establishment of Agricultural Production Facilities (Sarana Produksi Pertanian/Saprodi) business units under the management of BUMDes represents a strategic solution for distributing essential agricultural inputs to farmers, as implemented in several agricultural regions of North Kalimantan (Halim et al., 2024). These units ensure the availability of supplies to support agricultural productivity and harvest yields.

In Salimbatu Village, BUMDes Karya Nyata plays an important role through its Saprodi Business Unit. Considering that the majority of the village population works as farmers, this business unit has considerable market potential that can be further developed to significantly contribute to the improvement of the village economy (I. P. Sari et al., 2025). However, this substantial market potential has not been accompanied by optimal product absorption in practice. Based on initial observations and internal sales data from BUMDes, there has been a decline in the absorption of Saprodi products over the last several quarters. This phenomenon indicates a research gap, in which the considerable market potential is not aligned with sales figures, which is strongly suspected to be caused by insufficient dissemination of information to the farming community.

In the current era of Society 5.0, the development of information technology has reached rural areas and transformed the landscape of community transactions (Insani & Adjie, 2024). This transformation requires all business entities, including those operating at the village level, to adopt digital marketing in order to reach broader markets (Haryanto et al., 2024). The increasing penetration of smartphones among farmers creates new opportunities that have not yet been fully utilized. Digital marketing offers a more dynamic, interactive, and efficient promotional strategy compared to conventional methods (Insani & Martowinangun, 2024). Digital marketing strategies enable product information to be delivered in real time and directly to target consumers. For village-scale business units, the ability to adapt to digital strategies is essential for maintaining competitiveness (Chaffey & Ellis-Chadwick, 2019).

Unfortunately, practices in the field indicate that the management of the Saprodi Business Unit of BUMDes Karya Nyata still relies heavily on passive conventional marketing methods (Erwin et al., 2024). The management primarily depends on word-of-mouth promotion, resulting in limited information reach and less effective marketing management. Consequently, many local farmers seek agricultural supplies from other providers due to a lack of information

regarding product availability at BUMDes. This limitation in marketing information directly affects the low level of community interest in purchasing Saprodi products from BUMDes (Insani & Rosita, 2025).

In the context of consumer behavior, purchasing decisions are strongly influenced by purchase intention, which refers to a psychological tendency that arises after consumers are exposed to information about a product. Without active promotional stimuli, it is difficult to generate consumers' purchase intention (S. Sari, 2020). Meanwhile, the utilization of simple community-based digital platforms has been shown to be effective in reaching rural communities. Optimizing marketing through popular messaging applications such as WhatsApp can significantly increase interaction and transactions among micro-business units at the local level (Syarif et al., 2022). Such a community-based strategy has considerable potential for implementation in the Saprodi Business Unit in Salimbatu.

The **novelty** of this study lies in its specific focus on evaluating the implementation of digital marketing for agricultural production facilities (Saprodi) at the rural micro-business level. Although the urgency of digitalization is increasingly recognized, a review of the literature indicates that most current applications of digital marketing in BUMDes remain focused on increasing the attractiveness of tourism destinations and tourism-related sectors. Empirical studies examining the effectiveness of digital marketing specifically for agricultural products, which have different characteristics and consumer needs, remain limited, creating a significant research gap (Wahdiniawati & Apriani, 2024).

Based on the gap between the demands of digitalization and conventional practices in the field, measurable evaluation has become increasingly important (Faridy et al., 2025). Therefore, this study aims to analyze the current implementation of digital marketing in the business unit. Specifically, this study focuses on examining the extent to which digital marketing influences the increase in consumer purchase intention at the Saprodi Business Unit of BUMDes Karya Nyata Salimbatu. The findings of this study are expected to serve as a basis for designing effective digital transformation strategies for BUMDes in the region.

This quantitative study is important to empirically examine the effectiveness of such transformation under the title "The Role of Digital Marketing in Increasing Purchase Intention at BUMDes Karya Nyata Salimbatu's Agricultural Input Business Unit." Digital marketing refers to the use of digital channels, such as social media, to promote products and communicate interactively with consumers (Chaffey & Ellis-Chadwick, 2019). Meanwhile, purchase intention refers to consumers' psychological tendency to purchase a product after being exposed to information about it (Sari, 2020). In this study, digital marketing is measured through interactivity, information quality, and ease of access to BUMDes promotional content on social media, while purchase intention is measured through the transactional, referential, and preferential tendencies of farmers as consumers.

METHOD

This study was designed using a quantitative approach with an associative research design aimed at examining the level of relationship and the magnitude of the influence of the Digital Marketing variable (X) on Purchase Intention (Y) among the community (Sugiyono, 2020). The research was conducted at the Agricultural Production Facilities (Sarana Produksi Pertanian/Saprodi) Business Unit managed by BUMDes Karya Nyata, located on Jalan Pembangunan RT 009, Salimbatu Village. The selection of this location is highly relevant because the area has a strong agrarian community with significant potential for digital-based village economic development and transformation (I. P. Sari et al., 2025).

The research was planned to be conducted over a period of three months, from January to March 2026, covering all stages from preparation and field data collection to the final data analysis process. The target population in this study consisted of all residents of Salimbatu Village who work as farmers and have the potential to become active customers of the Saprodi Business Unit. Considering the relatively large and broad population, the sample was selected using purposive sampling, resulting in a total of 49 respondents.

The scientific reason for selecting 49 respondents was that they specifically met the criteria of being farmers registered as prospective BUMDes customers, owning a smartphone, and having a history of interacting with BUMDes promotional information through social media platforms, particularly WhatsApp and Facebook. These specific criteria make their assessments relevant and appropriate for measuring the effectiveness of digital marketing (Erwin et al., 2024).

The primary data collection process was conducted using a closed-ended questionnaire based on a five-point Likert scale, with scores ranging from 1 to 5, to measure the respondents' level of agreement. The questionnaire for the Digital Marketing variable (X) consisted of 8 statements measuring indicators such as the clarity of product stock information in promotional posts, the frequency of price updates, the speed of response to messages or chats, and the visual attractiveness of products on social media.

Meanwhile, the questionnaire for the Purchase Intention variable (Y) consisted of 7 statements measuring psychological tendencies, including the intention to make a direct purchase after viewing promotional content, the intention to recommend products to other farmers, and the tendency to seek additional product information. In addition to the questionnaire, the researchers conducted direct observations of BUMDes administrators' activities on social media and collected supporting documentation (Haryanto et al., 2024).

All tabulated quantitative data were subsequently processed and analyzed using SPSS version 29 statistical software. The data analysis process began with data quality testing, including validity and reliability tests of the questionnaire instruments, followed by a classical assumption test, specifically the normality test, as a prerequisite for assessing the feasibility of the regression model.

After all statistical assumptions were satisfied, the researchers employed simple linear regression analysis using the following equation:

$$Y = \alpha + \beta X + \epsilon$$

Description:

Y = Purchase Intention (the dependent variable).

α = Constant (the baseline value of purchase intention when digital promotion is assumed to be absent).

β = Regression Coefficient (indicates the extent to which digital marketing influences purchase intention).

X = Digital Marketing (the independent variable).

ϵ = Error term (other factors outside the scope of the study that may influence purchase intention).

The analysis was conducted to predict the direction and magnitude of the influence of digital marketing strategies on consumer purchasing decisions. The analysis was then concluded with hypothesis testing using the t-test (partial test) to confirm the significance of the influence of the independent variable. In addition, the coefficient of determination (R^2) was calculated to determine the percentage contribution of digital marketing in influencing the purchase intention of the community.

RESULTS AND DISCUSSION

This section presents the results of the analysis of primary data obtained from questionnaires distributed to 49 respondents, who represented the consumer group for agricultural inputs (Saprodi) at BUMDes Karya Nyata. All collected data were analyzed using statistical procedures assisted by IBM SPSS software to objectively examine the relationships among the research variables. The presentation of the research findings is systematically organized, beginning with an explanation of the respondents' demographic characteristics, followed by instrument quality testing (validity and reliability tests) and classical assumption testing (normality test) to ensure the statistical feasibility of the model. Finally, this section

presents hypothesis testing through simple linear regression analysis to determine the extent to which digital marketing influences purchase intention toward agricultural input products at BUMDes Karya Nyata.

Respondent Characteristics

This study involved 49 respondents who represented the target market for agricultural input products at BUMDes Karya Nyata. A summary of the respondents' demographic characteristics is presented in Table 1.

Table 1. Respondents' Characteristics Profile

Characteristics	Category	Frequency (Respondents)	Percentage (%)
Gender	Male	39	79.59
	Female	10	20.41
Age	< 20 years	5	10.20
	20–30 years	18	36.73
	31–40 years	16	32.65
	> 40 years	10	20.41
Occupation	Farmer	45	91.84
	Farmer/Fisherman	3	6.12
	Village Facilitator	1	2.04
Social Media	Very Often	23	46.94
Usage Intensity	Often	19	38.77
	Sometimes	7	14.29
Total		49	100

Source: Data Processing Results, 2026

Based on Table 1, the majority of respondents were male (79.59%) and belonged to the productive age group of 20–40 years, accounting for a total of 69.38%. The respondents' backgrounds strongly represented the target consumers of BUMDes, with nearly all respondents working as farmers (91.84%). In addition, the respondents demonstrated a relatively high level of digital literacy, as indicated by the large percentage of respondents who actively accessed social media, with the combined categories of “very often” and “often” reaching 85.71%. This profile confirms that the implementation of digital marketing strategies is highly relevant and has strong penetration potential among the target market of BUMDes Karya Nyata.

Instrument Quality Testing

Before proceeding to the analysis of the relationships between variables, the questionnaire data were first subjected to validity and reliability testing. The instrument quality tests consisted of a validity test to ensure the accuracy of each question item and a reliability test to assess the consistency of respondents' answers. A summary of the research instrument testing results is presented in Table 2.

Table 2. Summary of Validity and Reliability Test Results

Variable	Number of Items	Significance Value (Sig. 2-tailed)	Significance Level	Cronbach's Alpha	Description
Digital Marketing (X)	8 statements	0.000	< 0.05	0.803	Valid & Reliable
Purchase Intention (Y)	7 statements	0.000	< 0.05	0.777	Valid & Reliable

Source: Data Processing Results Using SPSS, 2026

Based on Table 2, the validity test using Pearson correlation showed that all statement items for the Digital Marketing variable (X1–X8) and Purchase Intention variable (Y1–Y7) obtained a significance value of 0.000. Since these values are below the significance level of

0.05, all questionnaire items were declared valid and suitable for use as measurement instruments, with no statement items requiring removal.

Furthermore, the instrument demonstrated a very good level of consistency. This was indicated by Cronbach's Alpha values of 0.803 for the Digital Marketing variable and 0.777 for the Purchase Intention variable. Both values exceeded the minimum statistical reliability threshold of 0.60. Therefore, the questionnaire data were considered highly reliable and suitable for further processing through classical assumption testing and regression analysis.

Classical Assumption Test Results

After confirming the quality of the research instrument through validity and reliability testing, the next stage involved classical assumption testing to ensure that the regression model met the basic requirements of statistical feasibility. The first test conducted was the normality test using the Shapiro–Wilk method. This method was selected because of its high accuracy in detecting data distribution in relatively small samples of fewer than 50 respondents.

Table 3. Results of the Normality Test (Shapiro–Wilk Test)

Variable	Statistic	df (Number of Data)	Sig. Value	Description
Digital Marketing (X)	0.976	49	0.404	Normally Distributed
Purchase Intention (Y)	0.980	49	0.554	Normally Distributed

Source: Data Processing Results Using SPSS, 2026

Based on Table 3, the results of the Shapiro–Wilk normality test showed that the Digital Marketing variable (X) had a significance probability (Sig.) value of 0.404, while the Purchase Intention variable (Y) had a significance value of 0.554. Since the significance values of both variables were greater than the 0.05 significance level (> 0.05), it can be concluded that the data in this study were normally distributed. Therefore, the normality assumption was fulfilled, and the data were suitable for further regression analysis.

Simple Linear Regression Analysis and Coefficient of Determination

The final stage of data analysis involved estimating a simple linear regression model to determine the linearity of the relationship, the significance of the partial effect, and the extent of the contribution of the Digital Marketing variable (X) to Purchase Intention (Y). The first test was conducted through a model feasibility or linearity test using analysis of variance (ANOVA) to ensure that the relationship model was linear and suitable for use. Based on the SPSS data processing results, a summary of the model feasibility test is presented in Table 4.

Table 4. Results of the Model Feasibility Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	133.832	1	133.832	14.330	0.000
Residual	438.944	47	9.339		
Total	572.776	48			

Source: Data Processing Results Using SPSS, 2026

Based on Table 4, the calculated F-value (F-count) was 14.330 with a significance probability (Sig.) of 0.000. Since the significance value was considerably lower than the 0.05 error tolerance level ($0.000 < 0.05$), it can be concluded that the regression model demonstrated a good level of linearity. These results confirm that the Digital Marketing variable (X) has a statistically feasible linear relationship for predicting variations in the Purchase Intention variable (Y).

After the model was confirmed to meet the linearity requirements, the analysis continued with a partial test (t-test) and the formulation of the regression equation to determine the direction and magnitude of the specific effect. The results of the regression coefficient analysis and t-test are summarized in Table 5.

Table 5. Results of Regression Analysis and Partial Test (t-Test)

Model	Unstandardized Coefficients (B)	Std. Error	t	Sig.
(Constant)	13.818	3.424	4.036	0.000
Digital Marketing (X)	0.420	0.111	3.786	0.000

Source: Data Processing Results Using SPSS, 2026

Based on the parameter estimates presented in Table 5, the constant was 13.818 and the regression coefficient was 0.420, resulting in the following mathematical equation: $Y = 13.818 + 0.420X$. The positive constant indicates that when Digital Marketing remains constant or does not change, the baseline level of community Purchase Intention is 13.818 units. Meanwhile, the Digital Marketing regression coefficient was positive at 0.420, indicating a positive relationship between the two variables. Each one-unit increase in the intensity of promotion and the quality of BUMDes digital marketing is projected to increase consumer Purchase Intention by 0.420 units. In the hypothesis testing through the t-test, the Digital Marketing variable obtained a calculated t-value (t-count) of 3.786 with a significance probability of 0.000. Since the significance value was considerably lower than 0.05 ($0.000 < 0.05$), the statistical decision was to accept the alternative hypothesis (H1). This result demonstrates that digital marketing has a statistically significant partial effect on purchase intention toward agricultural input products at BUMDes Karya Nyata.

As the final stage of the results analysis, the strength of the relationship and the percentage contribution of the effect were measured using the coefficient of determination (R^2). A summary of the regression model's predictive accuracy is presented in Table 6.

Table 6. Results of the Coefficient of Determination (R^2)

Model	R	R Square (R^2)	Adjusted R Square	Std. Error of the Estimate
1	0.483	0.234	0.217	305.601

Source: Data Processing Results Using SPSS, 2026

Based on Table 6, the correlation coefficient (R) of 0.483 indicates that the relationship between Digital Marketing and Purchase Intention is moderately strong. The coefficient of determination (R Square) obtained was 0.234. This value indicates that the Digital Marketing variable (X) contributes 23.4% to the variation in consumers' Purchase Intention (Y) toward agricultural input products at BUMDes Karya Nyata. Meanwhile, the remaining 76.6% ($100\% - 23.4\%$) is influenced by other variables or factors outside the research model, such as market price fluctuations, the physical quality of agricultural input products, store location proximity, and the conventional availability of products in the field.

Discussion

Based on the statistical tests conducted, this study provides empirical evidence that digital marketing has a positive and significant effect on purchase intention toward agricultural input products (Saprodi) at BUMDes Karya Nyata. This empirical evidence is indicated by the t-test significance value of 0.000, which is considerably lower than the 0.05 significance level. This finding indicates that improvements in the quality, clarity, and effectiveness of the digital marketing implemented by BUMDes management are directly and positively associated with increased purchase intention among farmers as consumers.

Furthermore, the coefficient of determination (R Square) was 0.234. This value indicates that 23.4% of the variation in purchase intention can be directly explained by the implementation of digital marketing. This percentage confirms that digital marketing is not merely a complementary technological trend but also an essential instrument capable of stimulating purchasing decisions. Meanwhile, the remaining 76.6% is influenced by other factors outside the scope of the research model (Rohmana et al., 2026). These external factors may include agricultural input pricing policies, the physical quality of fertilizers or seeds, the proximity of the BUMDes store to farmers' agricultural land, and the actual availability of products in the field.

Similar findings were reported in a digital promotion assistance program for hydroponic products in Bandung, where training in content creation and the introduction of digital channels were shown to improve business actors' capacity to expand market reach and strengthen the identity of local products (Setyawan et al., 2026). This finding is also consistent with research in the context of public institutions, in which the use of digital platforms such as Instagram was consistently shown to be effective in building trust and strengthening institutional image among the public, with a substantial contribution to public perceptions (Insani & Rahman, 2025).

The strong influence of digital marketing also illustrates changes in consumer behavior, particularly among farmers in Salimbatu Village, who are increasingly adaptive to information technology. The use of social media platforms, particularly WhatsApp and Facebook, as promotional channels is considered highly effective in bridging the information gap between BUMDes and the village community. Through clear and engaging digital marketing content, farmers are facilitated in checking product availability, monitoring prices, and accessing the latest promotional information without having to spend their productive time visiting the physical store directly.

Easy access to information through mobile devices enables BUMDes Karya Nyata to build consumer trust and strengthen its position as a preferred choice among farmers when planning purchases for the planting season. Therefore, the management of BUMDes Karya Nyata is strongly encouraged to maintain and improve the consistency and professionalism of information updates across its digital media platforms. The transformation from a passive sales approach that relies on customers coming to the store to a proactive digital marketing approach that actively reaches potential customers has demonstrated its potential to increase purchase intention, which may ultimately contribute to the stability of BUMDes revenue and improve the efficiency of economic activities at the village level.

This study has several limitations. First, the sample size was relatively small, consisting of 49 respondents, and the study was conducted in only one village; therefore, the findings may not be generalizable to other BUMDes. Second, this study examined only one independent variable, namely digital marketing, while other factors such as product price, physical quality, and store location may also influence purchase intention but were not empirically tested. Future research is recommended to involve a larger sample and incorporate additional variables to obtain a more comprehensive understanding of the factors influencing purchase intention toward agricultural input products.

CONCLUSIONS

Conclusion

Based on the results of the analysis and discussion, it can be concluded that the digital marketing strategy has been empirically proven to have a positive, unidirectional, and statistically significant effect on purchase intention toward agricultural input products (Saprodi) at BUMDes Karya Nyata. This finding is supported by a significance value of 0.000 (< 0.05) and an effect contribution of 23.4%, confirming that the more optimal and informative the digital marketing strategy implemented by BUMDes is, the greater the increase in farmers' purchase intention.

Recommendations

Considering these findings, as practical recommendations with a direct impact on digital marketing activities, the management of BUMDes Karya Nyata is recommended to: 1) Conduct interactive promotions through live selling on platforms such as Facebook to directly demonstrate the physical quality of agricultural input products to farmers; 2) Consistently update product stock and price information on WhatsApp and Facebook at least twice a week; and; 3) Assign a dedicated administrator responsible for providing fast responses to messages received through social media accounts, ensuring that farmers receive timely and consistent information.

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