

## DAFTAR PUSTAKA

- budiartawan. 2022. Pengertian, Jenis, Manfaat dan Cara Kerja SEO (Search Engine Optimization). <https://upttik.undiksha.ac.id/pengertian-jenis-manfaat-dan-cara-kerja-seo-search-engine-optimization/>, diakses pada 22 Juni 2023.
- databoks. 2023. Jumlah UMKM Versi Kemenkop UKM (2022). <https://databoks.katadata.co.id/datapublish/2023/02/02/jumlah-umkm-di-indonesia-sepanjang-2022-provinsi-mana-terbanyak>, diakses pada 30 Maret 2023.
- dataku. 2023. Data UMKM Koperasi dan UKM. [https://bappeda.jogjaprov.go.id/dataku/data\\_dasar/index/107-umkm](https://bappeda.jogjaprov.go.id/dataku/data_dasar/index/107-umkm), diakses pada 30 Maret 2023.
- DataIndonesia.id. 2022. Berapa Jumlah UMKM di Indonesia. <https://dataindonesia.id/sektor-rill/detail/berapa-jumlah-umkm-di-indonesia>, diakses pada 12 Maret 2023.
- Djakasaputra, Arifin. 2021. *Empirical study of Indonesia SMEs sales performance in digital era: The role of quality service and digital marketing*. Jakarta. Bina Nusantara University. Vol 6, hal (303-310).
- Gunawan, Gun Gun. 2020. *Determining Factors in the Use of Digital Marketing and Its Effect on Marketing Performance in the Creative Industries in Tasikmalaya*. Tasikmalaya: Polytechnic of Triguna. Vol 3, No. 3.
- Islami, Novita Nurul. 2020. *The Effect of Digital Marketing on Organizational Performance Through Intellectual Capital and Perceived Quality in Micro, Small and Medium Enterprise*. Jember: University of Jember. Vol. 16, hal (59-70).
- KajianPustaka. 2020. Analisis SWOT (Pengertian, Tujuan, Aspek, Kuadran, dan matriks). <https://www.kajianpustaka.com/2020/09/analisis-SWOT.html>, diakses pada 17 Maret 2023.
- Kompasiana. 2021. Pengertian Digital Menurut Para Ahli. <https://www.kompasiana.com/itingiting4756/61ce8c2a9bdc4055a7041fa4/pengertian-digital-menurut-para-ahli>, diakses pada 17 Maret 2023.

Nuseir, Muhammed. 2021. *The effect of digital marketing capabilities on business performance enhancement: Mediating the role of customer relationship management (CRM)*. United Arab Emirates: Al Ain University. Vol 6, hal (295-304).

Qubisa. 2023. Pengertian *Digital Marketing* Menurut Para Ahli. <https://www.qubisa.com/article/digitalmarketing-menurut-ahli>, diakses pada 17 Maret 2023.

Ramos, Vicente Wagner. 2021. *The effect digital marketing on the management of relationship with university students in times of Covid-19*. Peru: Universidad Continental. Vol 6, hal (59-66).

Wikipedia. 2023. Sejarah Instagram. <https://id.wikipedia.org/wiki/Instagram>, diakses pada 22 Juni 2023.

Wikipedia. 2023. Sejarah Gmail. <https://id.m.wikipedia.org/wiki/Gmail>, diakses pada 22 Juni 2023.