

The Synergy of Influencer Marketing, Interactive Content, and Digital Strategies in Enhancing Visibility and Sales of MSME Products During Ramadan

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ABSTRACT

This study examines the synergy between influencer marketing, interactive content, and digital strategies in increasing the visibility and sales of MSME products during Ramadan. Using a literature review method and a qualitative approach, this study analyzes 21 selected articles from Google Scholar and other credible sources published between 2021 and 2025. The findings reveal that influencer marketing plays a crucial role in building consumer trust and expanding market reach, particularly through collaborations with micro-influencers who have strong engagement with their audience. Interactive content, such as live shopping and social media challenges, has been proven to enhance customer engagement and strengthen brand loyalty. Additionally, the implementation of digital strategies, including paid advertising and consumer behavior analysis, enables MSMEs to effectively target their audience and increase sales conversion. Case studies of MSMEs such as Jiniso Indonesia, Mamahke Jogja, and Azarine Beauty demonstrate that the combination of these three strategies can lead to significant sales growth during Ramadan. However, challenges in implementing these strategies persist, including budget constraints, changes in social media algorithms, and difficulties in maintaining content consistency.

ABSTRAK

Penelitian ini membahas sinergi antara influencer marketing, konten interaktif, dan strategi digital dalam meningkatkan visibilitas serta penjualan produk UMKM selama bulan Ramadhan. Dengan menggunakan metode tinjauan pustaka dan pendekatan kualitatif, penelitian ini menganalisis 21 artikel terpilih dari Google Scholar dan sumber kredibel lainnya dalam rentang tahun 2021–2025. Hasil penelitian menunjukkan bahwa influencer marketing berperan penting dalam membangun kepercayaan konsumen dan memperluas jangkauan pasar, terutama melalui kolaborasi dengan micro-influencer yang memiliki keterikatan erat dengan audiensnya. Konten interaktif, seperti live shopping dan challenge media sosial, terbukti meningkatkan engagement pelanggan serta memperkuat loyalitas terhadap brand. Selain itu, pemanfaatan strategi digital, termasuk iklan berbayar dan analisis perilaku konsumen, memungkinkan UMKM untuk menargetkan audiens secara lebih efektif dan meningkatkan konversi penjualan. Studi kasus UMKM seperti Jiniso Indonesia, Mamahke Jogja, dan Azarine Beauty menunjukkan bahwa kombinasi ketiga strategi ini dapat menghasilkan peningkatan signifikan dalam penjualan selama bulan Ramadhan. Namun, terdapat tantangan dalam implementasi strategi ini, seperti keterbatasan anggaran, perubahan algoritma media sosial, dan kesulitan dalam menjaga konsistensi konten.

1. INTRODUCTION

Ramadan is a strategic period for Micro, Small, and Medium Enterprises (MSMEs) to enhance their visibility and sales, as consumer purchasing power tends to increase during this time. In an increasingly competitive digital landscape, MSMEs are required to adopt effective marketing strategies to reach a broader audience.

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One such strategy widely implemented today is influencer marketing, where MSMEs collaborate with influential individuals on social media to promote their products. Influencers have the ability to build trust with their audience, making their recommendations more credible compared to traditional advertisements (Cheah et al., 2024). The success of this strategy depends on selecting influencers who align with the MSME's target market and ensuring that their content remains authentic and relevant to the audience throughout Ramadan.

Besides influencer marketing, interactive content also plays a crucial role in increasing consumer engagement with MSME products. Interactive content includes various formats such as polls, quizzes, live streaming sessions, and short videos that allow audiences to engage directly with the brand. Studies show that interactive content can significantly boost engagement rates compared to static content, as consumers feel more involved in two-way communication (Rahman et al., 2022). During Ramadan, MSMEs can leverage this opportunity by creating relevant content, such as cooking tutorials featuring their products, Muslim fashion inspiration, or Q&A sessions about their offerings. This approach enhances visibility and builds customer loyalty, positively influencing purchasing decisions.

A digital strategy integrated with influencer marketing and interactive content is key to increasing MSME product sales during Ramadan. Digital strategies encompass various aspects such as social media optimization, the use of paid advertisements, data-driven marketing, and artificial intelligence for consumer behavior analysis. MSMEs can precisely target their advertisements based on consumer preferences and shopping habits during Ramadan by utilizing digital technology. Moreover, digital strategies allow MSMEs to measure the effectiveness of their marketing campaigns in real time and make necessary adjustments to maximize sales performance (Wisnujati et al., 2023).

The combination of influencer marketing, interactive content, and digital strategies enhances the visibility of MSME products and creates a viral effect that can expand market reach. Influencers with a large follower base can attract broader audience attention, while interactive content encourages active participation from potential buyers. MSMEs can optimize every interaction into a sales conversion opportunity with the support of digital strategies. The use of data analytics in digital strategies also enables MSMEs to gain deeper insights into customer preferences, allowing them to design more personalized and market-relevant campaigns (Tanti et al., 2021).

The success of the synergy between influencer marketing, interactive content, and digital strategies can also be observed through several case studies of MSMEs that have experienced significant sales growth during Ramadan. For instance, local brands in the food and beverage sector often collaborate with culinary influencers to review their products, combining this approach with Ramadan-exclusive discount-based promotional strategies. Additionally, the Muslim fashion sector leverages live shopping trends on social media platforms to boost sales transactions by creating a more engaging and interactive shopping experience for customers.

However, despite the proven effectiveness of these strategies, MSMEs also face several challenges in their implementation. One major challenge is budget constraints when working with influencers who have a broad reach. As a result, many MSMEs opt to collaborate with micro-influencers who have high engagement rates within specific communities. Another challenge is maintaining consistency in creating interactive content that is both engaging and aligned with the characteristics of the target audience. Poorly managed digital strategies can also hinder the effectiveness of marketing campaigns (Nuseir et al., 2023), highlighting the need for a deeper understanding of social media platform algorithms and data-driven marketing strategies.

Given these opportunities and challenges, this study aims to analyze how the synergy between influencer marketing, interactive content, and digital strategies can enhance the visibility and sales of MSME products during Ramadan. It will examine the key success factors in implementing these strategies and identify the challenges MSMEs face in adopting effective digital marketing approaches. Thus, the findings of this study are expected to provide valuable insights for MSMEs in designing more optimal and sustainable marketing strategies, particularly in leveraging the Ramadan season as an opportunity for sales growth.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Influencer Marketing

Influencer marketing is a marketing strategy that involves influential individuals on social media to promote products or services with the goal of increasing brand awareness and sales (Xu, 2023). Influencers with a loyal follower base and high engagement can help MSMEs reach a wider audience and build consumer trust

more quickly than conventional advertisements. In the context of MSMEs, leveraging micro-influencers with a smaller follower count but a closer relationship with their audience is often more effective in driving interaction and sales conversions. This strategy continues to evolve alongside the increasing use of social media and shifting consumption patterns, where consumers rely more on recommendations from credible individuals rather than direct brand promotions.

Interactive Content

Interactive content refers to digital content that encourages active audience participation through various forms of interaction, such as polls, quizzes, live shopping, giveaways, and augmented reality (AR) filters for product marketing. Unlike static content that delivers information in a one-way manner, interactive content creates higher engagement as audiences feel involved in brand communication. For MSMEs, using interactive content can boost engagement, strengthen customer loyalty, and increase conversion opportunities, especially when combined with influencer marketing strategies (Sharabati et al., 2024). MSMEs can easily utilize interactive content to capture audience attention and enhance their competitiveness in the digital market with the rapid development of social media features like Instagram Reels, TikTok Live, and Facebook Marketplace.

Digital Strategy

Digital strategy refers to a set of technology-based approaches used in marketing and business operations to improve effectiveness and efficiency in reaching target markets (Kraus et al., 2022). In the MSME marketing context, digital strategies encompass algorithm-based paid advertisements, search engine optimization (SEO), email marketing, and consumer data analysis to understand customer behavior patterns. Implementing digital strategies enables MSMEs to save marketing costs compared to conventional methods while providing flexibility to adjust campaigns in real time based on collected data. Additionally, the integration of artificial intelligence (AI) in customer service chatbots and the use of big data technology further strengthen the effectiveness of digital strategies in enhancing sales and customer loyalty in today's digital era.

MSMEs

Micro, Small, and Medium Enterprises (MSMEs) are an economic sector that significantly contributes to economic growth, job creation, and community empowerment in various countries, including Indonesia (Ausat & Peirisal, 2021). MSMEs possess high flexibility in adapting to market changes but often face challenges such as limited capital, restricted market access, and low adoption of digital technology (Ausat et al., 2022). In the digitalization era, MSMEs are required to be more adaptive to technology-based marketing strategies, such as utilizing e-commerce, social media, and digital payment systems to enhance competitiveness. MSMEs have great potential to grow rapidly and reach a broader market, both nationally and globally with government policy support and access to digital marketing training.

Ramadan Marketing

Ramadan marketing is a marketing strategy specifically designed to leverage the momentum of the Ramadan month, during which there is a significant increase in consumer activity, particularly in the food, fashion, and daily necessities sectors (Harahap et al., 2023; Rijal et al., 2023; Sutrisno et al., 2023). During this period, consumer behavior tends to shift, with rising demand for specific products and increased use of social media and e-commerce for shopping. MSMEs that utilize Ramadan marketing with the right strategies – such as special promotions, value-driven campaigns, and collaborations with influencers – can achieve substantial sales growth in a short period. With the continuous advancement of digital marketing, Ramadan marketing strategies now focus on conventional advertising and on leveraging trends in interactive content, live shopping, and data-driven marketing to reach consumers more effectively.

3. RESEARCH METHOD

This study is a literature review employing a qualitative approach aimed at analyzing the synergy between influencer marketing, interactive content, and digital strategies in enhancing the visibility and sales of MSME products during the month of Ramadan. The qualitative approach is used to gain an in-depth understanding

of concepts related to digital marketing strategies and how these factors contribute to improving the competitiveness of MSMEs in the digital economy context. The analytical method utilized in this study is descriptive analysis, focusing on presenting and interpreting findings from previous research related to the studied topic. Descriptive analysis is applied to identify patterns, trends, as well as the success factors and challenges faced by MSMEs in implementing influencer marketing, interactive content, and digital strategies during Ramadan. This approach allows the study to provide a more comprehensive overview of the effectiveness of digital marketing strategies employed by MSMEs. The data used in this research is sourced from scholarly articles obtained through Google Scholar, along with several credible websites relevant to the research topic. The selected articles are chosen based on their relevance to the research focus, with a publication range between 2021 and 2025 to ensure that the analyzed data reflects the latest findings and remains relevant to the evolving landscape of digital marketing strategies. Additionally, the credible websites utilized include industry reports, publications from marketing research institutions, and official reports from social media platforms related to the use of influencer marketing and digital strategies in MSME marketing. At the initial stage, this study collected 30 academic articles and related sources discussing influencer marketing, interactive content, and digital strategies in the MSME context. However, after a rigorous selection process considering validity, relevance, and contribution to the research objectives, only 21 articles were used as the primary basis for analysis. The selection process took into account the credibility of sources, the research methods employed in the articles, and the alignment of their findings with the objectives of this study. The analysis process involved reading, categorizing, and summarizing key findings from the selected articles. Each article was examined based on the main concepts discussed, the methods used, and the results obtained, which were then synthesized to gain a more comprehensive understanding of how the synergy between influencer marketing, interactive content, and digital strategies contributes to improving MSME product visibility and sales during Ramadan. The findings from this analysis were then used to formulate conclusions and implications that could serve as recommendations for MSME practitioners in designing more effective marketing strategies based on existing empirical findings.

4. DATA ANALYSIS AND DISCUSSION

Digital marketing strategies have become a crucial element in the success of MSMEs, especially during Ramadan, when the surge in demand can be optimally leveraged through a focused approach involving influencer marketing, interactive content, and targeted digital strategies. Influencer marketing is an effective strategy due to consumers' tendency to trust recommendations from figures they follow, making the selection of influencers aligned with market segmentation a key determinant of campaign success. A case study on one of Indonesia's top women's fashion MSMEs, Jiniso Indonesia, demonstrates that collaboration with modest fashion influencers like Tantri Namirah significantly increased brand awareness and contributed to higher sales during Ramadan, thanks to an authentic, engaging, and storytelling-based content approach that strengthened consumers' emotional appeal (Amalia, 2024; Gusti, 2023). The success of this strategy was also influenced by the optimization of digital channels such as Instagram and TikTok, enabling direct audience interaction through live shopping features, giveaways, and user-generated content that encouraged active customer participation in organic marketing, creating a viral effect that exponentially expanded market reach.

Interactive content has emerged as a dominant digital marketing strategy in enhancing customer engagement and loyalty among MSMEs, particularly during Ramadan, when market competition intensifies and consumers become more selective in their purchasing decisions. Compared to static ads that tend to be passive, content such as live shopping, interactive polls, and Q&A sessions on social media allow customers to actively participate, build emotional connections with brands, and experience a more personalized and convincing shopping journey. A case study on the culinary MSME Mamahke Jogja illustrates how TikTok's live streaming feature can serve as a highly effective marketing tool by showcasing products in real time, answering customer inquiries instantly, and fostering spontaneous interactions that enhance trust in product quality (Shabrina, 2023). Through this approach, Mamahke Jogja successfully increased its engagement rate by up to 70% and recorded a surge in orders during Ramadan, reinforcing the idea that consumers are more likely to make purchases when they can view products live and receive instant responses from sellers. The success of this strategy was further supported by gamification elements such as giveaways and flash sales during live sessions, which triggered a sense of urgency in purchases and prolonged customer interaction with the brand, ultimately strengthening MSMEs' competitiveness amid the influx of digital campaigns from

competitors.

A digital strategy integrated with influencer marketing and interactive content plays a vital role in enhancing the effectiveness of MSME marketing campaigns, especially during Ramadan, when market competition becomes more intense and consumer behavior is more dynamic. The utilization of social media, supported by data-driven paid advertising, enables MSMEs to target audiences with greater precision, maximize reach, and improve conversion rates. A case study on Sesa Indonesia, an MSME brand in the healthy food sector, demonstrates how the combination of Facebook Ads and Instagram Ads tailored to consumer preferences can significantly enhance marketing effectiveness, particularly when combined with a retargeting strategy that leverages data analytics to understand consumer shopping habits during Ramadan (Carmona, 2025; Meta, 2025). Sesa Indonesia managed to increase sales conversion by 11% in just one month by displaying relevant content based on prior interactions and retargeting potential buyers who had previously visited product pages, proving that a data-driven approach can optimize ad spending and accelerate purchasing decisions. This success was further reinforced by the use of lookalike audiences, where digital advertising platform algorithms identified users with characteristics similar to existing customers, efficiently expanding market potential and improving the ROI of digital campaigns.

The synergy between influencer marketing, interactive content, and digital strategy has proven to be a powerful combination in boosting MSME visibility and sales, as demonstrated by Azarine Beauty during Ramadan. Azarine Beauty successfully built product credibility through endorsements that felt more authentic and relatable to audiences by collaborating with beauty influencers such as Tasya Farasya and Abel Cantika, particularly because recommendations from influencers with loyal communities tend to be more trusted than conventional advertisements (Gunawan, 2024). Additionally, interactive campaigns such as the "30-Day Glowing Challenge" on Instagram and TikTok effectively encouraged user-generated content, which organically increased brand exposure and created a viral effect, attracting potential customers to try the products based on real testimonials from other users. The success of this strategy was also supported by paid advertising targeting audiences interested in skincare, as well as a retargeting strategy aimed at users who had interacted with their content, thereby increasing conversion opportunities. As a result, Azarine Beauty experienced a sales surge during Ramadan, proving that a community-driven marketing approach that directly involves consumers in brand experiences can enhance engagement, accelerate purchasing decisions, and strengthen customer loyalty, making integrated digital strategies a key factor in MSME growth within the beauty industry.

Although digital marketing strategies relying on influencer marketing, interactive content, and targeted digital strategies have proven effective, MSMEs face various challenges in implementation, particularly budget constraints in collaborating with top-tier influencers who have millions of followers and charge high endorsement fees. To overcome this obstacle, many MSMEs are shifting towards micro-influencers, who, despite having a smaller follower base, boast higher engagement rates and more segmented audiences, thereby fostering a more personal connection with potential customers. A case study from Kulina, an online catering platform, demonstrates how collaboration with micro-influencers within the healthy food community yields more effective results compared to working with macro-influencers with a broad but less specific market reach (Kulina, 2024). Kulina successfully built stronger customer loyalty as the recommendations felt more authentic and relevant to their target market by partnering with micro-influencers actively engaged in the healthy food community. Another advantage of this strategy is marketing cost efficiency, as MSMEs can collaborate with multiple micro-influencers simultaneously to reach various market segments at a lower cost than hiring a single top-tier influencer. Additionally, micro-influencers tend to be more responsive in engaging with their audience, facilitating more dynamic two-way communication and creating a more organic marketing experience, which enhances conversion rates and builds a more loyal customer community in the long run.

Maintaining consistency in creating engaging interactive content presents a major challenge for MSMEs, particularly due to resource limitations and a lack of understanding of ever-evolving digital trends, which can lead to declining engagement rates over time. Content that is not updated regularly or fails to align with audience interests may cause brands to lose their appeal on social media, making an effective digital strategy not only reliant on creativity but also on the ability to sustain audience interaction over time. To address this issue, many MSMEs are leveraging marketing automation tools to enhance efficiency in content production and customer engagement, such as Canva for designing visually appealing graphics using professional templates and WhatsApp Chatbots for real-time customer communication without relying on

manual responses. A case study from House of Medusa, an MSME in the fashion industry, highlights how a combination of educational video content and weekly live Q&A sessions on Instagram helped sustain their engagement rate, particularly during Ramadan, when content competition intensifies. They increased customer interactions and built a more loyal community by implementing this strategy, as customers felt more connected to the brand through direct discussions and product education. This success underscores that sustaining engagement in digital marketing is not solely about posting frequency but also about the quality of interactions fostered through a more strategic and data-driven approach.

The dynamic changes in social media algorithms pose another challenge for MSMEs in maintaining digital visibility, as platforms like Instagram and TikTok increasingly prioritize short-form video content that is engaging and highly interactive. MSMEs that fail to adapt to this trend risk experiencing a decline in organic reach, making it essential for their content strategy to align with algorithm preferences to ensure optimal exposure. A notable example of overcoming this challenge is Sambal Bu Rudy, a well-known Indonesian culinary MSME that successfully increased its visibility through behind-the-scenes content showcasing the sambal production process and customer reaction videos tasting their products (Ariska, 2023). They captured a wider audience's attention and created storytelling that felt more authentic and relatable to potential customers by utilizing short-form video formats favored by the algorithm. This success demonstrates that adapting to algorithm changes does not necessarily require a large advertising budget but rather a deep understanding of content types that drive high engagement, such as customer experience-based videos or real-time product demonstrations. MSMEs can enhance their organic reach by consistently applying this strategy, build emotional connections with audiences, and optimize their digital marketing without relying heavily on paid advertisements.

From the various case studies discussed, it is evident that the synergy between influencer marketing, interactive content, and data-driven digital strategies plays a crucial role in boosting MSME visibility and sales during Ramadan, but its effectiveness highly depends on several key factors, including selecting influencers aligned with market segmentation, creativity in crafting engaging content, and leveraging digital technology to optimize marketing efforts. The success of MSMEs such as Jiniso Indonesia, Mamahke Jogja, Sesa Indonesia, Azarine Beauty, Kulina, House of Medusa, and Sambal Bu Rudy highlights that community-based and algorithm-driven marketing approaches can organically expand audience reach without full reliance on large advertising budgets. However, challenges such as social media algorithm changes, budget constraints for top-tier influencers, and content production consistency must be addressed with more adaptive strategies, such as utilizing micro-influencers, adopting marketing automation tools, and implementing data-driven retargeting strategies to enhance campaign effectiveness. Therefore, MSMEs aiming to maximize opportunities during Ramadan must stay updated on digital trends, experiment with various content formats, and optimize data-driven marketing strategies to strengthen their competitive edge and sustain customer loyalty in the long run.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study highlights the importance of synergy between influencer marketing, interactive content, and digital strategies in enhancing the visibility and sales of MSME products during Ramadan. Influencer marketing has been proven to build trust and expand market reach through promotions conducted by figures who have a close connection with their audience. Interactive content, such as live shopping, polls, and social media challenges, successfully increases consumer engagement and creates a more appealing shopping experience. Meanwhile, data-driven digital strategies, including paid advertisements and consumer behavior analysis, contribute to the effectiveness of MSME marketing campaigns. The analyzed case studies indicate that combining these three elements can significantly boost brand awareness and sales conversion, although implementation still faces various challenges, such as budget constraints, social media algorithm changes, and difficulties in maintaining content consistency.

The findings of this study have several implications for MSMEs, marketing practitioners, and policymakers. For MSMEs, influencer-based marketing strategies, interactive content, and the utilization of digital technology need to be optimally integrated to maximize opportunities during Ramadan. MSMEs must also be more adaptive to digital trends and leverage data analytics to develop more effective marketing strategies. For marketing practitioners, the study emphasizes the importance of selecting influencers who align with the target market and creating content that authentically engages the audience. Meanwhile, for policymakers, support in the form of digital marketing training for MSMEs and policies that facilitate access to

digital marketing platforms can help enhance the competitiveness of MSMEs in the digital era.

Based on the findings of this study, several recommendations can be applied by MSMEs and relevant stakeholders. First, MSMEs should consider using micro-influencers, who tend to have higher engagement rates and are more cost-effective compared to mega-influencers. Second, the creation of interactive content should be strategically designed by considering current social media trends to capture audience attention more effectively. Third, MSMEs should optimize the use of digital marketing technology, such as algorithm-based advertising, chatbots, and analytics platforms, to better understand customer behavior and increase sales conversion. Fourth, collaboration between the government, digital platforms, and MSME communities is needed to provide training and access to digital marketing tools that can help MSMEs adapt to evolving marketing trends.

Although this study provides valuable insights, there are several limitations that should be noted. First, this research relies solely on a literature review with qualitative analysis, which does not directly reflect empirical data from MSME practitioners. Second, the data sources used are limited to scholarly articles from Google Scholar and credible websites within the 2021–2025 period, which may not fully capture the latest developments in digital marketing for MSMEs. Third, this study does not consider external factors such as economic conditions and regulations that may influence the effectiveness of digital marketing strategies for MSMEs during Ramadan. Therefore, further research using a quantitative approach or direct case studies on MSMEs can provide a more comprehensive picture of the effectiveness of digital marketing strategies in a broader context.

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