

Available Online to <https://jurnal.untag-sby.ac.id/>**JMM17: Jurnal Ilmu Ekonomi dan Manajemen**

S3 Accredited SK No. 72/E/KPT/2024

Journal page is available to

<https://jurnal.untag-sby.ac.id/index.php/jmm17/index>

The Role Of Digital Marketing In Developing Rural Creative Economy

Nur Faiza ^a, Eman Diantoro ^b, Suheri ^c, Syarif Hidayat ^d, Bambang Arianto ^{e*}

^a Department of Digital Business, Universitas Abdurachman Saleh, Situbondo Jawa Timur

^{b,c} Department of Management, Sekolah Tinggi Ilmu Ekonomi Dwimulya, Banten

^{d,e*} Department of Accounting, Sekolah Tinggi Ilmu Ekonomi Dwimulya, Banten

*email: ^e ariantobambang2020@gmail.com

ARTICLE INFO

Article history:

Received: 20 January 2025

Revised: 14 February 2025

Accepted: 14 February 2025

Available online 30 April
2025

Keywords:

Digital Marketing;
Creative Economy;
Rural Economy;
MSMEs.

IEEE style in citing this article:

N. Faiza, E. Diantoro, Suheri, S. Hidayat, and B. Arianto, "The Role Of Digital Marketing In Developing Rural Creative Economy," JMM17: Jurnal Ilmu Ekonomi dan Manajemen, vol. 12, no. 1, pp. 95-105, 2025.

ABSTRACT

This paper presents a study of the role of digital marketing in developing the rural creative economy in Indonesia. Micro, Small, and Medium Enterprises (MSMEs) in rural communities can benefit greatly from the simplicity and efficiency of digital marketing. However, the use of digital marketing is not yet fully optimized in Pandeglang Regency due to unequal internet infrastructure and lack of digital marketing skills. To address this issue, we conducted a qualitative study using in-depth interviews and observations with rural creative economy actors in the area. The data collected were analyzed using NVivo 12 Plus, a software program for qualitative data analysis. The results demonstrate that digital marketing has a positive impact on the development of the rural creative economy in Pandeglang Regency. This paper is essential to enhance digital marketing competencies and expertise among rural communities in the region to maximize the benefits of digital marketing. Our study contributes to the literature on rural development, creative economy, and digital marketing by providing insights into the challenges and opportunities of using digital marketing to develop rural areas.

2023 JMM17: Jurnal Ilmu Ekonomi dan Manajemen (Journal of Economic and Management Science) with CC BY NC SA license.

1. Introduction

The development of information technology has affected various sectors of public life. This is what makes the high intensity of Indonesian people in accessing the internet. Meanwhile, according to data from Hootsuite and We Are Social, there are approximately 170 million social media users as of January 2021. It is known that the average Indonesian spends 3 hours and 14 minutes on social media[1]. The impact has been a digital transformation in various fields of public life, especially in the economic sector. The financial industry is one of the sectors most affected by digitalization. This is marked by the emergence of various e-commerce-based digital platforms that contribute to

strengthening the digital economy ecosystem. The presence of e-commerce and various marketplaces has made Indonesia one of the world's most significant digital economy shares.

Furthermore, strengthening this digital ecosystem has made all economic transactions in Indonesia begin to transform digitally. When examined, e-commerce trade in Indonesia in 2021 was recorded at 53 billion US dollars or IDR 760 trillion. This figure increased by about 52 percent compared to 2020. This nominal makes the e-commerce industry the largest contributor to the growth of Indonesia's digital economy value. The Ministry of Trade targets online shopping through e-commerce platforms to contribute 4 percent to 18 percent of total household consumption growth in 2030[2]. This digital transformation penetrates the economic system and the digital marketing model. This means offline marketing is not as effective as the conventional face-to-face era. The concept of digital marketing has helped many business units in reaching more audiences than conventional methods. Besides gaining more audiences, digital marketing is also more cost-effective and organized. Marketing that has only applied traditional models slowly turns into digital marketing. This makes digital marketing the central pillar in reaching new customers and consumers. The presence of the concept of digital marketing has made marketing media continue to grow very quickly. In this case, digital marketing utilizes the internet, mobile devices, social media, search engines and various other media to reach consumers. However, digital marketing requires strategic steps to approach and understand customers' behaviour through email, content marketing, search engine platforms, and social media.

The concept of digital marketing does target the customer base by prioritizing interactive two-way communication. Two-way communication is currently supported by various social media platforms that can create collaboration between stakeholders or stakeholders[3]. Social media is the most widely known digital tool by MSMEs players and is favored by the younger generation. The presence of social media can play a role in strengthening the concept of digital marketing, considering that social media is easier and simpler to use by anyone, including rural communities[4]. Please note that digital marketing can use various platforms, including social media. This is because social media is considered more effective and efficient in digital marketing because of netizens' high interaction (engagement) and intensity of use. Currently, 54.3 percent of information is obtained online through social media, and only 11.9 percent is obtained non-online. Millennials prefer social media over websites to promote their business units. That's because easier internet access increases the number of internet users daily. The impact of high internet use makes dependence on social media more obvious. This is what makes the presence of social media can help change the younger generation's behavior[5]. Considering everyone spends more time on the internet, digital marketing through social media is an excellent opportunity to reach many audiences.

The presence of social media causes the concept of digital marketing to be the main choice of many parties because it can combine marketing with two-way interaction with customers. However, digital marketing is different from internet marketing. Internet marketing is online advertising, while digital marketing is on mobile devices, social media platforms, video games, and even smartphone applications. In digital marketing, advertisers are usually referred to as sources, while members of targeted advertising are usually called recipients. Even so, with the sophistication of artificial intelligence technology, authorities can target specific and well-defined recipients. But the concept of digital marketing is evolving so fast that the use of digital marketing follows how it works and the use of the proper channels to advertise effectively. The purpose of using digital marketing for creative economy activists is expected to increase business scale development through online product marketing, including online transaction[6]. The obstacle digital marketing faces today is that it is challenging to attract recipients' attention because consumers are increasingly filled with advertisements. This can be traced from websites increasingly filled with advertising users between competitors. So creative content packaging is needed to be more competitive, which certainly understands more about consumer behavior. At the same time, many companies have analyzed new consumer behavior by visiting website pages to learn the customers' track records.

Digitalization is a solution for companies to make efficient and for the general public. This was marked by the strengthening of the digital economy ecosystem in Indonesia, which then created many innovations, such as the concept of financial inclusion. Consumers and the producer (trader) side also carry out transformation by following the digitalization trend. It is estimated that 32 percent of businesses in Indonesia have used digital platforms to drive sales during the Covid-19 pandemic. Even so, creative economy activists in Indonesia, especially MSMEs, have not all transformed with digitalization. As for MSMEs, data from the Ministry of Cooperatives and SMEs states that of the 64.2 million MSMEs in Indonesia, only 13 percent, or 8 million MSME players, have implemented digitalization. Therefore, all parties must collaborate so that creative economy activists, especially MSMEs in Indonesia, can adapt to digitalization (Kompas.id, 2020). Most business people are trying to optimize the use of digital media by changing marketing strategies through e-commerce platforms and social media. Most of these business people are engaged in cottage industries, student entrepreneurs who help the family economy, and actors in the retail, agriculture and health sectors. Although digital channels facilitate business development for creative economy activists, especially rural MSMEs, these conditions make business people face free competition. So that various creativity is needed, so that rural creative economy activists remain stable and develop through optimizing digitalization facilities.

Therefore, it is time for creative economy activists to be able to take advantage of the concept of digital marketing so that their businesses will grow. In digital channels, many business actors offer similar products with different qualities. However, this competition can encourage creative economy actors to be more motivated to create various creative innovations. Rural creative economy activists must also be able to read trends and understand the needs of consumers in the digital era because it is the fundamental basis for the success of the digital marketing concept. Several previous studies have elaborated on the various roles of digital marketing methods in developing a rural creative economy. Several studies state that digital marketing makes it easier for customers to obtain product information and customer needs[7]. Given the era of information technology, promotion methods must be focused on digital marketing with clear and sustainable targets[8]. Today there has been a change in consumer behavior that forces every entity to change marketing through social media and digitalization. However, in digital marketing, marketers must focus on good relationship-based interactions with customers[9].

In addition, several previous studies elaborated on the role of digital marketing in various business units, such as exaggerating various forms of community empowerment rather proficiently using digital marketing methods. This confirms that previous research has not elaborated much on the role of digital marketing in developing the creative economy in rural areas[10]. This distinguishes this research from previous research because it focuses on the role of digital marketing in developing the rural creative economy. This study seeks to know how the role of digital marketing in developing the rural creative economy in Pandeglang Regency. This research is essential because the role of digital marketing can target rural areas. So that creative economy actors in rural areas can feel the benefits of the digital marketing concept for business development, including the creation of superior village products.

2. State of the Art

This research uses the explanatory qualitative method to elaborate comprehensively on the dynamics of rural creative economy actors in Pandeglang Regency, Banten Province. Data collection techniques through in-depth interview methods directly to 5 sources or informants. The interview process uses semi-structural interview techniques to obtain the information needed according to the research topic. The informants are actors of the rural creative economy in the Pandeglang Regency. Informants are selected based on purposive sampling techniques or specific criteria (Sugiyono, 2018). One of the criteria is rural creative economy actors such as MSME activists from rural areas in Pandeglang Regency. The creative economy

actors come from Banjar Village, Cimanuk Village, and Mandalawangi Village. The three villages are rural areas with uneven internet access. These creative economy actors have business units such as grocery stores, wicker craftsmen, rhinoceros sculpture artisans, and local culinary and fruit juice traders. This research activity was carried out between May 2022 – August 2022 in 3 villages in Pandeglang Regency. This study also observed creative economy actors to reinforce the research results.

The data analysis process in this study uses the NVivo 12 Plus application so that researchers can categorize categories and subcategories based on the results of informant interviews. NVivo 12 Plus analysis is used because researchers use deductive analysis based on the theory used. The stages of this research include: (1) Conducting literature mapping and literature analysis according to the research topic. (2) Preparation of interview lists to elaborate on research topics. (3) Coding based on problem categories and answer patterns. (4) mapping problem categories and informant answer patterns to read visualizations of problem categories based on interview results. (5) The final stage is concluding. The conclusion is obtained by formulating and summarizing the final research findings from theory and interview results. In the end, drawing conclusions is a summary of what was studied, the results obtained, and the benefits and implications of the research.

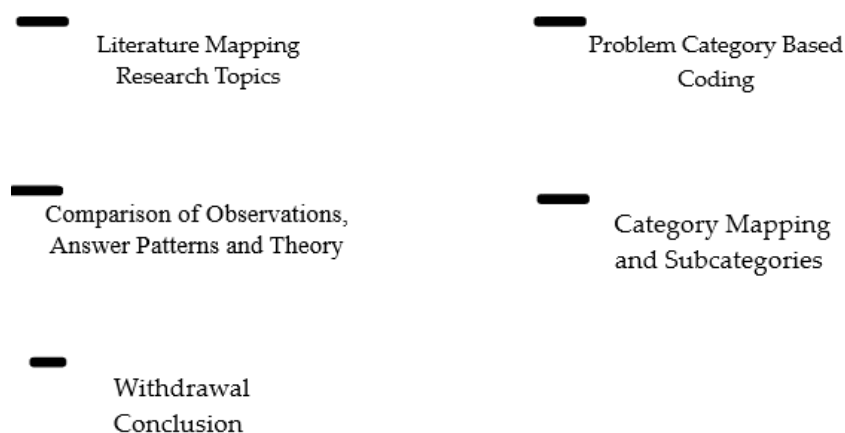


Figure 1. Research Design

3. Method

3.1. *Digitalization and Strengthening the Rural Economy*

Digital marketing is a marketing activity using website-based media, blogs, email, AdWords and social networks. Digital marketing is creating, communicating, and conveying value and reciprocal exchange for products to customers, including digital media branding activities[11]. In digital marketing, several forms are known, including: (1) Website Marketing. Website marketing model by centralizing all activities within the website. Marketers must be able to create a website that represents brands, products and services with clear and memorable steps. (2) Pay-per-click (PPC) advertising is digital marketing that reaches internet use on several digital platforms through paid advertising. The concept of PPC can set up a PPC campaign on Google, Bing, LinkedIn, Twitter, Pinterest, or social media and show ads to people searching for terms about a product or service. PPC campaigns can categorize users based on demographic characteristics or target specific interests or locations. The most popular PPC platforms are Google Ads and Meta Ads (Facebook). (3) Content marketing. The following digital marketing concept is content marketing, which aims to reach potential customers through creative content. Creative content is

usually published through websites and promoted through social media, email marketing, SEO, or PPC campaigns. At the same time, content marketing channels include blogs, eBooks, online courses, infographics, podcasts, and webinars. (4) Email marketing. The concept of email marketing is still one of the most effective forms of digital marketing. (5) Social Media Marketing. The concept of social media marketing is one of the means of direct sales to consumers because it seeks to build social trust on social media timelines. (6) Affiliate marketing is a marketing model that is the oldest form of marketing. In affiliate marketing, influencers promote other people's products and earn commissions whenever a sale is made or introduced. Many well-known companies like Amazon have affiliate programs that pay millions of dollars monthly to websites to help sell their products. (7) YouTube Video Marketing. Many users turn to YouTube before buying by learning something, reading reviews or other consumer comments. Video content is one of the most successful steps because it can be integrated through SEO and broader social media marketing campaigns. (8) Message via SMS. Finally, digital marketing is often used by companies and non-profit organizations using SMS or text messages to send information about the latest promotions or provide opportunities to interested customers.

In digital marketing, marketers must be able to follow changes in consumer behavior. This change can be seen in using social media and digital content to strengthen digital marketing. In digital business, marketing content is needed, especially for millennial entrepreneurs such as in Kupang City, to create promotional cost-effectiveness[12]. Content in digital marketing plays a role in attracting the attention of internet citizens. In social media marketing, the role of content is decisive in creating effective marketing[13]. Meanwhile, for social media platforms, Instagram needs content based on visual creativity and efficient community management[14]. The use of social media platforms such as WhatsApp, Facebook, Instagram and YouTube because social media is an essential part of digital marketing most favored by the younger generation[15]. Entrepreneurs must be able to utilize social media as part of digital marketing to attract more young people[16].

The digitalization program that has reached all rural areas in Indonesia is a new gap for developing rural economic products. Starting from MSME products to agriculture in rural areas. Given that there has been a change in consumer behavior because the majority of people's transaction patterns have shifted from conventional to digital transactions (online). Furthermore, the central and regional governments have also supported creative economy players to expand market access for products and services through online markets. The Ministry of Cooperatives and Small and Medium Enterprises has also encouraged the increase of small businesses by facilitating digital marketing for culinary businesses. This collaboration facilitates creative economy activists and culinary MSMEs to enter the GoFood application. When referring to the Covid-19 pandemic, there are around 180,000 MSMEs that are members of GoFood and Gojek. In this case, Gojek management takes strategic steps in the form of offering a business ecosystem with various conveniences and features for MSMEs.

Creative economy actors, especially rural MSMEs, can be encouraged to enter the digital marketing ecosystem so that they can easily market products online, including easy access to financing. Digitalization's benefits enable creative economy actors to get orders from various e-commerce channels. Through digital channels, the creative economy can feel the wider market reach of its products. Creative economy actors can get orders from out of town for necessities. In attracting new customers and consumers, creative economy activists, especially rural MSMEs, can focus on product channels on e-commerce and social media. A number of these platforms can provide convenience, such as promotion in an easier way through social media. Creative economy players can also practice making interesting publications so that customers are interested since knowing the product from social media.

This condition makes creative products from rural areas can be promoted through e-commerce and marketplaces (online markets). The presence of online markets makes rural products more familiar and can become the village's superior products. There have been many

success stories that illustrate that the marketplace has contributed to lifting local rural products. Several rural MSME products in the Special Region of Yogyakarta have penetrated the international market. Excellent products from Yogyakarta, such as Sapto's glass recycling craft. These business products have been inherited from generation to generation so that they can fight exposure to the issue that luxury goods do not have to be created by damaging the environment.

Regarding rural creative economy products in Pandeglang Regency, penetrating the international market is still a significant problem. This is because creative economy actors struggle to promote these products individually without concrete support from local governments. The usual step is to collaborate through the marketplace or e-commerce. Many superior products in the Pandeglang Regency area of Banten Province can penetrate the international market. However, due to minimal knowledge and competence in digital marketing models, the majority of MSME players in rural areas still find it difficult to promote products by utilizing marketplaces and social media. So that in the end, creative economy actors in rural areas only use social media as digital marketing. This is illustrated by the following statement of one of the informants of creative economy activists in Pandeglang Regency:

"We actually want to be assisted by marketplaces such as Shopee and Bukalapak in promoting products. But the obstacle we face is still confusion about creating an account and how to operate it so that it can be known to international consumers. So instead of being dizzy, we prefer to implement digital marketing with a focus on utilizing social media only. Even then, the use of social media cannot be updated every minute because it is constrained by the network" (Informant D).

This fact confirms that the digitalization program for developing rural creative economy is an important thing that must be prioritized. However, support from stakeholders is a crucial factor so that the rural economy can grow with digitalization. This village economic development program is expanding internet access and increasing the knowledge and competence of creative economy actors, especially MSME activists in rural areas. Therefore, the role of relevant agencies at the local government level must be able to mediate rural creative economy actors to create superior products. This superior product can then be helped to be marketed to international consumers. The role of local governments must be able to collaborate with various marketplaces to encourage rural creative economy activists to be able to do digital marketing. One of them is that local governments can participate in exhibitions of rural creative economy products at the international level. This was conveyed by one of the rural MSME activists as follows:

"Our knowledge about digitalization is still very minimal, so we really hope there will be contributions from local governments to encourage creative economy actors such as rural MSMEs to take advantage of digitalization. Especially we are assisted in building cooperation with the marketplace so that superior products from each village can be helped to be marketed at the national and international levels" (Informant C).

In the end, digitalization significantly contributes positively to the development of the rural economy, especially by introducing various rural creative products so that foreign consumers can recognize them. Therefore, digitalization must be immediately utilized properly by rural creative economy activists to participate in developing the rural economy in Pandeglang Regency.

3.2. Social Media Utilization

Digital marketing can be done on various platforms, including social media. The selection of social media is considered more effective and efficient for marketing because of the high use of social media and interaction created by netizens. The public, until now, prefers to use social media rather than websites for digital marketing matters. When examined, most rural creative economy actors prefer using social media platforms for marketing. Besides being simple and free of charge,

rural creative economy activists are motivated to use social media as a means of business promotion. Regarding the Covid-19 pandemic, digital marketing through social media effectively reaches new consumers. That's because the public spends a lot of time through devices. According to Hootsuite and We Are Social survey data, there are approximately 170 million social media users as of January 2021, with an average of 3 hours and 14 minutes spent on social media. The impact makes social media the primary choice for rural creative economy actors in promoting their business units. Besides being relatively easy, simple and easy to use, social media is quite familiar to rural creative economy actors. The presence of social media helps many creative economy activists because it can be used for digital marketing, business communication and branding strategies. So that the majority of creative economy activists try to keep up with digital developments by creating social media accounts for businesses, such as Instagram, Facebook, and activating WhatsApp Story. This is illustrated by the statement of one informant who is a creative economy activist in rural areas below:

"We have heard that social media influences our business continuity. When many MSME friends create social media accounts, we also make them. Although we have to ask many questions here and there, it turns out that the impact is extraordinary for promoting our business" (Informant A).

Social media, in matters of digital marketing, makes a real contribution. So that the presence of social media is considered to have several benefits for rural creative economy actors, including: First, social media is the best means for promoting products and services for rural creative economy actors, especially MSMEs. Second, social media can be a means to strengthen product and service branding. Third, social media can create closeness or shorten the distance between customers or consumers. Fourth, social media can be a vehicle for evaluating and assessing creative economy actors on products and services marketed. Some of the benefits of social media for creative economy actors further emphasize that social media in the context of digital marketing greatly contributes. Some social media platforms widely used by creative economy activists at the rural level include; Instagram, Facebook and WhatsApp Story. This is as stated by one of the following informants:

"The social media we usually use for promotional media are Instagram and WhatsApp. These two social media platforms were selected because they are very easy to use and widely used by fellow MSME activists. We chose social media based on the recommendation of fellow rural creative economy activists" (Informant B).

"The choice of social media is because it is free, easier and easier to use. If the website is, the main obstacle is spending expensive manufacturing costs. Moreover, the content must also be constantly updated so that this can take up our time selling" (Informant E).

The reason for using the three social media platforms is that they are the most widely used. Meanwhile, creative economy activists widely use Instagram because it displays many photos and video content. In digital business, image and video content make a very positive contribution. They consider that consumers or customers in the digital era behave differently from those of the conventional period. Consumer behavior attitudes today are characterized by observing photo or video content before buying a product. The same happens to most millennial-generation consumers who observe netizens' comments before making transactions. From here, it seems that consumers of the digital era are more careful about buying a product or service because they always refer to other netizens' recommendations. Some of these indicators make rural creative economy actors prefer social media to promote products and services rather than websites. Besides being free, social media selection is fairly time-consuming and easy to use. This differs from websites that have to spend money buying domains and hosting. Not to mention, content care also requires the ability to write, so it is very troublesome for most creative economy actors, especially

rural MSMEs in Pandeglang Regency. So that in matters of digital marketing for rural creative economy activists, social media platforms are the main choice over other channels such as websites, advertisements, and email marketing. The efficiency factor is still the main foothold in utilizing digital marketing for business development because it is free of charge.

3.3. Digital Marketing Competence and Knowledge

There is no doubt about the usefulness of digital marketing in efforts to lift the local rural economy. Stakeholders to business actors at the rural level feel the benefits achieved from digital marketing. Many superior village products in Indonesia are known internationally due to uploads on social media and information on the website. If digital marketing is well organized, it can create superior rural products that can be recognized in the international arena. Therefore, MSME actors in rural areas must be able to take advantage of digital marketing to strengthen the rural creative economy. However, the problem still faced by rural creative economy activists is the lack of knowledge related to the concept of digital marketing. Most rural creative economy activists in Pandeglang Regency consider digital marketing using social media to trade or promote their business units. The definition of digital marketing is quite broad, including the use of websites to email marketing. Rural creative economy activists still consider actively using social media as part of the digital marketing pattern. This was illustrated from the presentation of one of the informants, who is a rural creative economy activist in Pandeglang Regency below:

"Our understanding so far as creative economy actors in the village are that digital marketing uses social media such as Facebook and Instagram to sell and promote business. This includes utilizing the WhatsApp Story feature to promote our various businesses. In addition to using these two media, until now, we do not understand" (Informant E).

The identification confirms that the knowledge and understanding of rural creative economy actors about digital marketing are still very minimal. Rural creative economy activists still consider that when using social media, they automatically use digital marketing. Most creative economy activists believe that indicators of digital marketing utilization are characterized by mastery of social media. The concept of digital marketing is comprehensive because it utilizes various supporting factors in doing digital marketing. For most rural creative economy activists, knowledge and competence in digital marketing is still significant obstacle.

Ironically, some rural creative economy activists do not know the term email marketing or marketing through email. The knowledge gap at the level of rural creative economy activists related to digital marketing is pronounced. This is different from medium and corporate business actors who utilize all channels in digital marketing. This lack of knowledge can impact the lack of competence of creative economy activists in using digital marketing. Although the government has made various breakthroughs by holding digital marketing training, it does not target all rural creative economy activists. More ironically, there are still many rural creative economy activists who have not been able to separate online store accounts from personal accounts, so some have not used social media for digital marketing because of a lack of competence[17]. Another influencing factor is that rural creative economy activists are still limited in accessing information, so various forms of training are still minimal. This is certainly different from creative economy actors in urban areas who have an even internet network. The following information, as stated by one of the informants from rural creative economy activists in Pandeglang Regency:

"Information about digital marketing training has been heard, but uneven internet access makes us reluctant to follow. This is different in several sub-districts located in the middle of the city of Pandeglang Regency. There is fast internet access, and communities between creative economy actors provide information to each other if there is competency improvement training. But in this village, we use only usable means such as social media" (Informant D).

The lack of competence of rural creative economy actors in Pandeglang Regency to utilize digital marketing must be immediately overcome by mentoring programs from various parties. There must be special attention from local governments in efforts to improve individual competence because creative economy activists often have limited time to learn digital marketing concepts. As a result, rural creative economy activists can only learn self-taught in getting to know the idea of digital marketing, which only knows social media. Creative economy activists not only use social media as a basis for digital marketing but must also be able to utilize websites, emails, and various forms of digital advertising. Another important thing is that creative economy activists must be able to be guided to be able to create creative content about their business products. This innovative content can be in the form of graphic design or various forms of creative videos. Furthermore, training on creating content creators for rural creative economy activists is needed. This content is expected to raise superior products from rural areas internationally. Meanwhile, in using social media, most rural creative economy activists in Pandeglang Regency have used well. However, matters of social media governance it has not been managed optimally. This is influenced by the level of knowledge and competence of creative economy activists, especially MSME actors. When examined in the concept of social media marketing (social media marketing), there are still many things that creative economy activists do not master. This is as stated by one of the informants as follows:

"We only use social media for marketing because it is easier, cheaper, and easier. In addition, we have not dared to spend more funds to create other facilities such as websites. The presence of social media is very supportive for us creative economy actors, especially MSMEs, in promoting the products we sell" (Informant A).

"Although we use social media to promote products and services, we have not mastered all the features on Instagram and Facebook social media. Suppose you operate social media, as far as we know. As for the business content, we are still just creating and uploading it. For us, the important thing is that there is content we can promote to the public, even though the content is not optimal" (Informant C).

"Yes, it must be admitted that when it comes to creating social media content, we don't understand. Especially if to create graphic and video content, we still don't understand how to use applications such as Corel Draw, Photoshop or video maker applications. So far, we only take photos with mobile phone cameras, which we then upload on social media and WhatsApp stories" (Informant B).

Comprehensive understanding and knowledge for creative economy activists about digital marketing are minimal. Though digital marketing is beneficial in connecting both parties in marketing, both potential customers and companies. The era of the digital economy allows everyone to establish more communication and transact using digitalization, especially social media. Therefore, the lack of knowledge and competence makes the role of stakeholders indispensable to improving competence. This is as stated by one of the informants of rural creative economy activists below:

"We hope that local governments, especially related agencies, can hold various pieces of training and mentoring so that we creative economy actors can be more proficient in using digital marketing. If there is training, our various businesses will continue to grow rapidly, and the village economy will prosper" (Informant C).

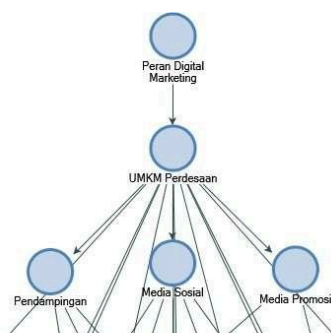


Figure 1. Data Processing Results

Source: NVivo 12 Plus (2022)

In the era of the digital economy, one of the essential things that can determine the success of a business is digital marketing or digital marketing. Considering digital marketing can help strengthen and develop businesses of all scales to reach customers or clients. Through good digital marketing, customers can understand the products or services' advantages. Customers can also compare a business with products or services owned by competitors' businesses. It can be said that good digital marketing will significantly help companies to reach the target audience and increase the customer base. In today's all-digital era, digital marketing is a new method that plays a vital role in marketing a business, primarily digital businesses such as online shops. Another benefit of digital marketing is that it can build, improve and maintain the reputation of a digital company on all digital platforms. In the end, it was explained the mapping of the results of informant interviews using NVivo 12 Plus analysis as follows:

Ultimately, digital marketing is essential in introducing, promoting and expanding market access to superior products from rural MSMEs. All rural creative economy products, including fashion, culinary, herbal, craft and others, can be accessed in one long sale, blibli.com. The digital marketing model will broaden the market for rural creative economy products. The role of digital marketing can also contribute to the success of the National Movement of Pride in Made in Indonesia because it introduces locally-made Indonesian products. However, the role of local governments must also be able to encourage consumers to buy rural creative economy products in Pandeglang Regency.

4. Conclusions

In conclusion, this study highlights the significant impact of digital marketing on the rural creative economy in Indonesian. The rise of digitalization and the Covid-19 pandemic have accelerated the adaptation of Indonesian society to digital marketing, resulting in the transformation of sales strategies from face-to-face to online activities. However, rural creative economy activists, especially MSMEs, face the challenge of a lack of knowledge and competence in digital marketing for business development. This study recommends the need for stakeholders and local governments to provide digital marketing training to rural MSMEs, involving vendors from marketplaces, and establishing cooperation between marketplaces and creative economy activists.

In summary, the concept of digital marketing has positively contributed to the development of the rural creative economy in Indonesian, but more efforts are needed to enhance digital marketing competencies and expertise among rural communities. With the involvement of local governments and various parties, rural creative economy actors can maximize the potential of digital marketing and create superior village products widely known by international consumers. Therefore, this study emphasizes the importance of recognizing digital marketing as an integrated strategy for business

development and enhancing the knowledge and competence of rural creative economy activists through digital marketing training.

5. References

- [1] C. Stephanie and R. K. Nistanto, "Berapa Lama Orang Indonesia Akses Internet dan Medsos Setiap Hari?," Kompas.Com. [Online]. Available: <https://tekno.kompas.com/read/2021/02/23/11320087/berapa-lama-orang-indonesia-akses-internet-dan-medsos-setiap-hari?page=all>
- [2] A. Kurniawan and S. Noviyanti, "Penguatan Infrastruktur Digital Jadi Kunci Industri e-Commerce Lebih Sustainable," Kompas.Com. [Online]. Available: <https://money.kompas.com/read/2022/01/25/193643326/penguatan-infrastruktur-digital-jadi-kunci-industri-e-commerce-lebih?page=1>
- [3] C. Matthee, "Towards the two-way symmetrical communication model: The use of Social media to create dialogue around brands," 2011.
- [4] B. Handayani and B. Arianto, "Social Media and Stunting Prevention Campaigns," *J. Humanit. Stud.*, vol. 2, no. 1, pp. 22–35, 2023, doi: 10.22202/jhs.2023.v2i1.7607.
- [5] B. Arianto, "Pandemi Covid-19 dan Transformasi Budaya Digital di Indonesia," *Titian J. Ilmu Hum.*, vol. 5, no. 2, pp. 233–250, 2021.
- [6] D. G. S. Mangku and N. P. R. Yuliartini, "Pengembangan Usaha UMKM di Masa Pandemi Melalui Optimalisasi Digital Marketing di Kabupaten Buleleng," *J. Pendidik. Kewarganegaraan Undiksha*, vol. 10, no. 3, pp. 1–24, 2022.
- [7] V. A. Kusuma, Z. A. Sahabuddin, and P. S. Hutasoit, "Strategi Digital Marketing Pada Usaha Mikro dan Menengah (UMKM) di Masa Pandemi Covid-19 Melalui Pendekatan Pemberdayaan Ekonomi Rakyat," *J. Cafe.*, vol. 3, no. 1, pp. 24–35, 2022.
- [8] I. G. A. O. Suryawardani and A. S. Wiranatha, "Digital marketing in promoting events and festivities. A case of Sanur Village Festival," *J. Bus. Hosp. Tour.*, vol. 2, no. 1, pp. 159–167, 2017.
- [9] M. T. P. M. B. Tiago and J. M. C. Verissimo, "Digital marketing and social media: Why bother?," *Bus. Horiz.*, vol. 57, no. 6, pp. 703–708, 2014.
- [10] B. Arianto and H. Sofyan, "Peran Media Sosial Bagi Penguatan Bisnis UMKM di Kota Serang Banten," *J. Ris. Bisnis dan Manaj. Tirtayasa*, vol. 6, no. 2, pp. 130–145, 2022.
- [11] J. Tarigan and R. Sanjaya, *Creative digital marketing*. Elex Media Komputindo, 2013.
- [12] K. J. Kamuri, "Analisis Peran Digital Content Marketing Bagi Wirausaha Milenial di Kota Kupang dalam Masa Pandemi Covid-19," *J. Manag. Small Mediu. Entrep.*, vol. 14, no. 2, pp. 225–238, 2021.
- [13] P. Ducange, "An effective Decision Support System for social media listening based on cross-source sentiment analysis models," *Eng. Appl. Artif. Intell.*, vol. 78, pp. 71–85, 2019, doi: <https://doi.org/10.1016/j.engappai.2018.10.014>.
- [14] N. I. Watajdid, A. Lathifah, D. S. Andini, and F. Fitroh, "Systematic Literature Review: Peran Media Sosial Instagram Terhadap Perkembangan Digital Marketing," *J. Sains Pemasar. Indones. (Indonesian J. Mark. Sci.)*, vol. 20, no. 2, pp. 163–179, 2021.
- [15] D. K. Soedarsono, "Managing digital marketing communication of coffee shops using Instagram," *Int. J. Interact. Mob. Technol.*, vol. 14, no. 5, pp. 108–118, 2020, doi: <https://doi.org/10.3991/IJIM.V14I05.13351>.
- [16] A. A. Nugraha, E. N. Sari, and N. Dzuchroidah, "Peran Digital Marketing Bagi Wirausaha Pemula di Desa Sambong Dukuh Kabupaten Jombang," *Stud. Kasus Inov. Ekon.*, vol. 5, no. 2, 2021.
- [17] J. Sulaksono, "Peranan digital marketing bagi usaha mikro, kecil, dan menengah (umkm) desa tales kabupaten kediri," *Gener. J.*, vol. 4, no. 1, pp. 41–47, 2020.

