

# The Influence of Government Policies on the Digital Platform Kedai Elektronik Medan (KEDAN) to Facilitate the Marketing of MSMEs Products in the City of Medan

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## Abstract

This study aims to evaluate the effect of the expansion policy of the KEDAN digital platform managed by the Medan City Government on the marketing of MSME products in Medan City. The main focus of the research is to identify the level of satisfaction of MSME players with the marketing of their products through this digital platform and analyze how the policies that have been implemented by the local government affect the marketing outcomes. This research uses a quantitative approach with simple linear regression analysis to describe the characteristics of the sample, as well as inferential analysis using SPSS version 29. The research population consists of MSME players who are eligible to transact on the KEDAN digital platform, with a total of 120 respondents in this survey. The results showed that most MSME players in Medan City were satisfied with the marketing of their products through the KEDAN digital platform, with the satisfaction level reaching 95%. Regression analysis showed a positive relationship between the Government's policy towards KEDAN's digital platform and increased marketing of MSME products in Medan City.

*Keywords:* MSMEs, marketing, policy, KEDAN, platform.

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## 1. Introduction

In this era, technology continues to develop rapidly. Technology that continues to develop makes it easier for us to access various information and facilitate work in various aspects of life (Nurbaiti et al., 2023). This information technology has been widely used to process, process data, analyze data to produce data or information that is relevant, fast, clear, and accurate. Information technology has been widely used in government agencies or private companies and other institutions. And the development of information technology has also opened a new chapter in society, including in the business world (Siregar & Nasution, 2023). The increasingly fierce competition in the economic world has made economic actors look for ways to implement several effective strategies in order to bring many benefits to their organization or company (Ichsan et al., 2020).

The internet can be a media means of promotion in business as a reference in making the right decisions in business and also the internet can increase people's income. E-commerce is a form of information tool through the Network that will be implemented by a businessman in doing his business. A person who wants to market a product, the internet can be an opportunity for e-commerce in marketing his goods / services (Nurbaiti et al., 2021).

The development of internet services at this time can be utilized by users as a medium for exchanging information data which is used as a means of business, Electronic commerce or called E-commerce... E-Commerce is a buying and selling transaction activity carried out by electronic media. E-commerce is a business process which connects companies and consumers by electronic means. E-Commerce makes it easy for consumers to shop for the goods/services they need without having to require a lot of time and money. Consumers who want to buy goods/services via the internet can use E-commerce. E-Commerce is an online shopping or trading activity which

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utilizes the internet in finding shopping and trading information. E-Commerce is said to be good if the service quality is good and E-Commerce can be said to be bad if the service quality is not good / bad (Nurbaiti et al., 2021).

E-commerce is seen as a new advancement in the trade sector in Indonesia, with a strong emphasis on its efficiency. Based on research conducted by the Indonesian Internet Service Providers Association, the number of internet users in Indonesia in 2018 reached around 171.17 million people, with a connectivity rate of around 64.18 percent. This data is based on Indonesia's total population of 265 million. Since 2017, the number of internet users in Indonesia has reached 143.26 million people. Data from Temasek and Google shows that e-commerce transactions in Indonesia reached a value of IDR 146.7 trillion or approximately USD 10.9 billion in 2017, showing a significant growth of 41 percent compared to 2015. In 2015, consumers spent USD 5.5 billion or approximately IDR 74 trillion on e-commerce product purchases. With around 5 million or 12 percent of the 39 million internet users in Indonesia conducting online transactions, Indonesia is considered a promising market for e-commerce. The government aims to improve the efficiency of traditional businesses, stimulate revenue growth, and drive economic development in Indonesia through the utilization of e-commerce (Pohan et al., 2023). Today's modern society cannot be separated from telecommunication devices or mobile phones in their daily activities. The functions of telecommunications devices such as cellphones or smartphones that have developed allow a person to use them more widely. Mobile phones or smartphones are used not only to send short messages or make calls, but can be used for online shopping, listening to music, reading emails, watching videos, playing games, and others.

The rapid development of technology, the digital world and the internet certainly also has an impact on the world of marketing. Marketing trends in the world have shifted from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and transactions via the internet (Syukri & Sunrawali, 2022).

## 2. Literature Review

Digital marketing is the activity of promoting and finding markets through digital media online by utilizing various means such as social networks. The virtual world is no longer only able to connect people with devices, but also people with other people around the world. Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries, and potential customers. On one hand, digital marketing makes it easier for businesses to monitor and provide all the needs and wants of potential customers, on the other hand, potential customers can also search and get product information by simply browsing the internet, making the search process easier. Buyers are now increasingly independent in making purchasing decisions based on the results of their search. Digital marketing can reach all people wherever they are without any geographical or time restrictions (Syukri & Sunrawali, 2022).

The application of information and communication technology has become key in improving the efficiency of government services and encouraging the growth of the economic sector, especially the micro trade sector. Medan City as one of the metropolitan cities in Indonesia has a significantly growing micro trade sector. According to data from the Central Bureau of Statistics (BPS) of Medan City in 2023, there were 234,774 micro businesses in the city, which contributed 61.74% to Medan City's Gross Regional Domestic Product (GRDP) (Hayati et al., 2024).

The existence of MSMEs cannot be eliminated or avoided from the nation's society today. Because its existence is very useful in terms of distributing community income. In addition, it is also able to create creativity that is in line with efforts to maintain and develop elements of tradition and culture of the local community. As stated in Article 19 of Law No. 20 of 2008 concerning MSMEs, development in the field of human resources as referred to in Article 16 paragraph (1) letter c is carried out by: (a) empowering the socialization of entrepreneurship, and (b) improving technical and managerial skills, (c) establishing and developing education and training institutions to conduct education, training, counseling, motivation and business creativity, and the creation of new entrepreneurs. From these three aspects, it means that human resources are the most important subject in the development of Micro, Small and Medium Enterprises in order to create independent entrepreneurs from the community. Therefore, the community needs to be empowered to improve the quality of human resources so that it can affect the quality of production produced in order to improve the community's economy for the welfare of the community (Undang-Undang Republik Indonesia Nomor 20 Tahun 2008).

The development of micro, small, and medium enterprises (MSMEs) in Medan City is one of the strategic focuses to improve the economy of Medan City. In the digital era, marketing MSME products through digital marketing platforms is one of the most effective strategies to increase sales, promotion and competitiveness. The Medan City

Government has actively encouraged the development of MSMEs as a form of support to improve the local economy (Ishak & Wafa, 2024).

Product marketing is a series of activities undertaken by companies to promote, sell, and distribute their products to potential consumers (Alfayed et al., 2023). According to Philip Kotler, a well-known marketing expert, product marketing can be defined as "the social and managerial process by which individuals and groups get what they need and want by creating, offering, and exchanging products of value with others".

In an effort to improve MSME capabilities such as product marketing, Pemko Medan has held a digital marketing workshop for business actors. This workshop aims to increase the knowledge of business actors in using digital tools as marketing tools and increase their creativity in increasing production to achieve sales targets and improve competitiveness (Pemko Medan, 2023b).

In addition to workshops, the Medan City Government also issued a digital trading platform KEDAN (Kedai Elektronik Medan) and this platform has been used by ASN (State Civil Apparatus) within Medan City. Through the Medan City Government's policy, this platform continues to be developed for use by the entire community, especially Medan City. With various features provided, this application not only aims to increase convenience, but also trade flexibility. It is proven that this platform has been used by 1,658 products from 1,010 MSMEs included in the Kedan Marketplace (18/12/2023). Of these MSMEs, 207 are engaged in fashion. Meanwhile, the rest are filled by culinary MSME players, staples, craft products and others (Pemko Medan, 2023).

The current phenomenon shows that the increasing use of the KEDAN platform in Medan City has brought a significant impact in improving the efficiency of government services in the micro trade sector. The application of this technology helps facilitate the administrative process, inventory management, financial management, and interaction between micro business owners and Medan City Government. The phenomenon occurring in Medan City related to the utilization of the KEDAN platform in improving the efficiency of government services in the micro trade sector is due to the increasing number of KEDAN platform users among micro business owners, whether engaged in the retail, service, or small manufacturing sectors (Sunarko et al., 2023).

Changes in transaction and payment patterns are increasingly shifting to digital systems, reducing the use of cash and speeding up the payment process. City governments are increasingly active in supporting and promoting the use of the CEDAN platform through training programs, subsidies, and other incentives for business owners. Changes in consumer behavior that increasingly rely on digital platforms to search for products, compare prices, and make transactions online (Bhagawati & Novarini, 2023).

However, there are still many MSME players who do not understand the importance of the concepts of the digital marketing mix in increasing sales. This results in the difficulty of MSMEs to compete with brands that have large capital (Aruan, 2022). Therefore, this research will discuss how the Medan City Government's policy in developing a digital marketing platform can facilitate the marketing of Medan City MSME products and improve the ability of MSMEs to compete in the digital era.

### **3. Research Method and Materials**

This research uses a quantitative analysis method, in which a questionnaire is designed to measure the effect of Government policies on the KEDAN digital platform to facilitate the marketing of Medan City MSME products. To get accurate results, this research uses a simple linear regression analysis tool. Based on data obtained from the Office of SME Cooperatives, Industry and Trade of Medan City, the active users of the KEDAN digital platform until June 9, 2024 were 174 MSME players. There are 4 MSME sectors on the KEDAN digital platform, namely, crafts, staples, fashion, and culinary. In this study, researchers used primary data by distributing questionnaires to MSME actors who have met the requirements for transactions on the KEDAN platform. To collect data, the questionnaire was distributed online to the WhatsApp group of MSMEs assisted by the Office of SME Cooperatives, Industry and Trade of Medan City with googleform media and got 120 respondents in this survey. Data collection was carried out for 3 days starting on June 10 - June 13, 2024.

### **4. Results and Discussion**

Based on the questionnaire data in table 1, there are 120 respondents responded to the survey in this study. 53.3% of respondents were female, while 46.7% of respondents were male. The highest age frequency of respondents is in the age range of 21-25 years with a percentage of 48.4%. The highest respondent's last education is SMA / SMK

Equivalent, with a percentage of 52.5%. And the most respondents' regional origin is in Medan Tembung Sub-district with a percentage of 10.8%.

**Table 1.** Demographic Profile of Respondents

Gender	Male	56	46.7%
	Female	64	53.3%
	Total	120	100%
Age	21-25 Years	58	48.4%
	26-30 Years	38	31.6%
	31-40 Years	15	12.5%
	>41 Years	9	7.5%
	Total	120	100%
Last Education	SMA/SMK Equivalent	63	52.5%
	Diploma/equivalent	11	9.2%
	S1 Equivalent	45	37.5%
	S2 / S3 Equivalent	1	0.8%
	Total	120	100%
Regional Origin	Medan Tuntungan	11	9.1%
	Medan Johor	3	2.5%
	Medan Amplas	9	7.5%
	Medan Denai	8	6.6%
	Medan Area	5	4.1%
	Medan City	5	4.1%
	Medan Maimun	4	3.3%
	Medan Polonia	4	3.3%
	New Medan	5	4.1%
	Medan Selayang	4	3.3%
	Medan Sunggal	3	2.5%
	Medan Helvetia	8	6.65%
	Medan Petisah	10	8.3%
	West Medan	4	3.3%
	East Medan	4	3.3%
	Medan Perjuangan	4	3.3%
	Medan Tembung	13	10.8%
	Medan Deli	3	2.5%
	Medan Labuhan	4	3.3%
	Medan Marelan	1	1%
Medan Belawan	8	6.8%	
Total	120	100%	

**Table 2.** Questionnaire Results of Variable X (Medan City Government Policy)

Indicator	Statement	Total
Application improvement efforts	I feel that the government's improvement efforts on KEDAN's digital platform are necessary to improve the quality of user convenience.	450
	The Medan City Government has made considerable efforts to improve KEDAN's digital platform.	425
	Medan City Government is actively implementing technology updates to enhance KEDAN's digital platform.	505
Program socialization	Information dissemination on government application programs has reached MSMEs widely in Medan City.	436
	I feel that the socialization conducted by Medan City Government has been effective in improving my understanding of the use of KEDAN's digital platform.	434

Indicator	Statement	Total
	The Medan City Government conducts regular training sessions or workshops to support MSMEs in using the KEDAN digital platform.	442
Officer	The involvement of administrators is crucial in the management of Government Applications to ensure sustainability and efficiency on KEDAN's digital platform.	450
	The presence of an administrator has helped improve security and convenience on KEDAN's digital platform.	446
	Communication between administrators and users of KEDAN's digital platform was effective in identifying problems and providing solutions.	441
Sanctions	I agree that the imposition of sanctions by the Government on Application users who violate the provisions needs to be done to maintain discipline and security of application use.	449
	The imposition of strict sanctions will help improve order and safety on KEDAN's digital platform.	458
	The sanctions imposed by the Medan City Government on rule-breakers on the KEDAN digital platform provide a sense of justice to other users.	442
Program application	The Medan City Government has provided a useful program for users of the KEDAN digital platform.	449
	The programs provided are in accordance with the needs of users of the KEDAN digital platform	441

**Table 3.** Results of the Y Variable Questionnaire (Marketing of Medan City MSME Products)

Indicator	Statement	Total
Products	KEDAN's digital platform helps you reach a wider market for your MSME products.	441
	You feel that KEDAN's digital platform helps you in improving the management of your MSME business.	453
Price	You are aware that there is a QRIS digital administration fee charged for each transaction on the KEDAN digital platform.	442
	You have objections regarding the costs that MSMEs must bear to use QRIS digital payments on the KEDAN digital platform.	384
Place	KEDAN's digital platform is accessible enough to run your business.	442
	The government has provided training or education on how to use KEDAN's digital platform.	438
Promotion	The promotional efforts made by the Medan City Government to introduce the KEDAN digital platform to MSMEs have been quite effective.	440
	Promotional efforts made by Medan City Government influence your interest in using KEDAN's digital platform	450
People	KEDAN's digital platform has enhanced its assistance and support services for MSMEs.	458
	The manageability of KEDAN's digital platform affects your interest in using it for MSME trade transactions.	452
Process	You need a fairly short time to process orders received through KEDAN's digital platform.	441
	You can easily communicate with your customers on KEDAN's digital platform.	454
Evidence Physical	The quality of the MSME product photos that you display on KEDAN's digital platform affects purchasing power and competitiveness.	451
	The suitability of the MSME product photos that you offer on the KEDAN digital platform has a high level of resemblance to the original product.	450

#### 4.1. Validity Test

Government policy variables towards the KEDAN platform and marketing variables for MSME products in Medan City have undergone validity tests which is listed in Table 4 and table 5., and the test results show  $r_{\text{counts}}$  ranging from 0.242 to 0.934. All variables have a value of  $r_{\text{count}} > r_{\text{tabel}}$  of 0.179 which indicates that the data is valid and suitable for use in research.

**Table 4.** Validity Test

<b>Medan City Government Policy (X)</b>				
<b>Statement Number</b>	<b>r-table 5%</b>	<b>Validity</b>		
		<b>Rxy</b>	<b>Description</b>	
1	0.179	0.895	Valid	
2	0.179	0.867	Valid	
3	0.179	0.242	Valid	
4	0.179	0.834	Valid	
5	0.179	0.872	Valid	
6	0.179	0.893	Valid	
7	0.179	0.912	Valid	
8	0.179	0.919	Valid	
9	0.179	0.888	Valid	
10	0.179	0.856	Valid	
11	0.179	0.911	Valid	
12	0.179	0.893	Valid	
13	0.179	0.898	Valid	
14	0.179	0.888	Valid	

**Table 5.** Validity Test

<b>Marketing Mix (Y)</b>				
<b>Statement Number</b>	<b>r-table 5%</b>	<b>Validity</b>		
		<b>Rxy</b>	<b>Description</b>	
1	0.179	0.922	Valid	
2	0.179	0.916	Valid	
3	0.179	0.879	Valid	
4	0.179	0.507	Valid	
5	0.179	0.934	Valid	
6	0.179	0.883	Valid	
7	0.179	0.884	Valid	
8	0.179	0.914	Valid	
9	0.179	0.930	Valid	
10	0.179	0.924	Valid	
11	0.179	0.898	Valid	
12	0.179	0.929	Valid	
13	0.179	0.893	Valid	
14	0.179	0.899	Valid	

\*r-table is obtained from the r-table value with  $N = 120$

#### 4.2. Reliability Test

Based on the results of the reality test in Table 6, the Cronbach's Alpha value is 0.971 (Government Policy Variables on the KEDAN platform) and 0.969 (Marketing variables of Medan City MSME products).

**Table 6.** Reliability Test Results

<b>Variables</b>	<b>N of Items</b>	<b>Cronbach's Alpha</b>	<b>Description</b>
Y	14	0.969	Reliable
X	14	0.971	Reliable

#### 4.3. Linearity Test

Based on the results of the deviation test listed in Table 7, it is known that  $0.105 > 0.05$ . So there is a relationship between the independent variable and the dependent variable.

#### 4.4. Data Normality Test

Based on the results of the normality test listed in Table 8, it is known that the significant value is  $0.113 > 0.05$ . So it can be said to be Normal at the 95% confidence level ( $\alpha = 5\%$ ).

**Table 7.** Linearity Test Results

			Sum of Square	df	Mean Square	F	Sig.
Y_TOTAL*	Between Groups	(Combined)	23550.742	38	619.756	34.738	<.001
X_TOTAL		Linearity	22626.104	1	22626.104	1268.205	<.001
		Deviation from Lineary	924.637	37	24.990	1.401	.105
	Within Groups		1445.125	81	17.841		
	Total		24995.867	119			

**Table 8.** Data Normality Test Results

		Unstandardized Residual	
N		120	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	4.46250711	
Most Extreme Differences	Absolute	.074	
	Positive	.070	
	Negative	-.074	
Test Statistic		.074	
Asymp. Sig. (2-tailed) <sup>c</sup>		.153	
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	.105	
	99% Confidence Interval	Lower Bound	.097
		Upper Bound	.113

4.5. Homoskedasticity Test

Based on the results of the homoscedasticity test listed in Table 9, it is known that the sig value is 0.911 > 0.05, so the variance of the residual value is homogeneous.

**Table 9.** Homoscedasticity Test Results

		Coefficients <sup>a</sup>				
Model		Unstandardized B	Coefficients Std. Error	Standartized Coefficients Beta	t	Sig.
1	(Constant)	3.520	1.021		3.448	<.001
	X_TOTAL	-.002	.019	-.010	-.112	.991

4.6. Simple Linear Regression Analysis

Based on the Simple Regression Analysis Test shown by Table 10, it is known that the calculated F value is 11266.645 with a significance level of 0.01 < 0.05, so the regression model can be used to predict the variable Government policy towards the KEDAN platform (X) has an **effect** on the marketing variable of Medan City MSME products (Y).

**Table 10.** Simple Linear Regression Analysis Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22626.104	1	22626.104	1126.645	<.001 <sup>b</sup>
	Residuals	2369.762	118	20.083		
	Total	24995.8670	119			

4.7. Test Coefficient of Determination (R<sup>2</sup>)

Based on the results of the Determination coefficient test shown by Table 11, it is known that the R value is 0.951. From the output below, the coefficient of determination (R Square) is 0.905, so the influence of the Government policy variable on the KEDAN platform on the marketing variable for MSME products in Medan City is 90.5%.

**Table 11.** Test Results of the Coefficient of Determination (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951 <sup>a</sup>	.905	.904	4.481

#### 4.8. T test

Based on the results of the T-test shown in Table 12, it is known that the value of  $X \ 33.566 > 1.98$  or  $0.01 < 0.05$ , it is concluded that the effect of Government policies on the KEDAN digital platform has an effect on the marketing of MSME products in Medan City.

**Table 12.** T test results

Model		Unstandardized B	Coefficients Std. Error	Standartized Coefficients Beta	t	Sig.
1	(Constant)	-.002	1.592		-.001	.999
	X_TOTAL	.999	.029	.951	33.566	<.001

## 5. Conclusion

Based on the results of research and discussion involving 120 respondents, with a composition of 46.7% male and 53.3% female, and the majority of KEDAN platform users from among Medan City MSMEs aged 21-30 years, which is a productive and digitalized generation, it can be concluded that Government policies (X) designed by the Medan City Government Offices and Agencies have a positive and significant impact on the value of satisfaction in marketing Medan City MSME products (Y). By using 28 statement points based on relevant indicators, the results of the data normality test at the 95% significance level show a very satisfactory level of satisfaction. To further increase the satisfaction level by 5%, a structured approach is needed to improve the user experience as well as the effectiveness of the KEDAN platform for MSMEs in Medan City. First, the Medan City Government needs to intensify the development of the platform's features and functionalities by taking into account direct feedback from users. This includes improving the speed and reliability of the transaction process, as well as implementing new features that can facilitate interactions and business transactions for MSMEs. Educational programs on digital marketing strategies, inventory management, and transaction security can add significant value. Furthermore, efforts to improve customer service by strengthening responsive and solutive teams will provide a more positive experience for users. Intensive promotional campaigns also need to be conducted to increase awareness and participation of MSMEs in using the KEDAN platform. Finally, regular evaluation of the effectiveness of the policies and services implemented will help identify problems and opportunities for improvement that can lead to continuous improvement in the level of satisfaction of KEDAN platform users in the future.

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