

The Role of Digital Marketing in Improving Dodol Sales Performance

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ABSTRACT: This research is focused on how digital marketing affects dodol sales performance. The concept of digital marketing includes indicators such as Accessibility, Interactivity, Entertainment, Credibility, Interest, and Informative. Sales performance evaluation consists of indicators such as Sales Growth, Profit Growth, Sales Volume, Market Growth, and Customer Growth. Digital marketing plays a very important role in improving dodol sales performance. By utilizing various digital platforms, such as social media, websites, and e-commerce applications, dodol business actors can reach consumers more widely and more efficiently. This study uses a field study methodology with a quantitative perspective. The population of this study is dodol traders located in the Workshop Market, Serdang Bedagai Regency. The population of this study is 36 swordsmen and a sample of 36 traders, which were selected as a whole so that they used saturated sampling. Data were obtained from questionnaires and analyzed using simple linear regression. The results of the study show that digital marketing variables have a significant influence on the sales performance of the workshop market if considered individually. Overall, the role of digital marketing is vital in improving sales performance. With the right strategy, digital marketing can have a significant positive impact on business growth, increase product visibility, and expand market share and customer loyalty.

Keywords: Digital Marketing, Performance, Sales



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INTRODUCTION

The development of technology, especially the internet and the digital world, offers new methods for Micro, Small, and Medium Enterprises to support their offerings and solutions. In today's economic landscape, digital marketing stands out as a very effective tactic [\(Afif, 2019\)](#). Over the past few years, the marketing sector has undergone major changes due to technological advances. Marketing communication techniques that provide conventional and traditional information have now shifted to digital platforms [\(Seputri, 2022\)](#). Digital is an online marketing effort with digital media that utilizes various platforms, such as social media [\(Husna, 2024\)](#). Because the internet for merchants is a tool or platform that allows them to market products, interact with customers, and manage businesses online. By using the internet, merchants can expand their market reach, sell products through e-commerce platforms, utilize social media for promotion, and make transactions online. The internet also allows traders to communicate directly with customers, get feedback, as well as monitor market trends, all of which contribute to improving the performance of their businesses. [\(Umi Kalsum, 2023\)](#).

Today's consumers are always connected to technology, which has changed the way products are marketed. Therefore, business actors must consider digital marketing techniques. Digital strategy is a series of steps designed to help companies achieve their goals by utilizing the internet [\(Rahmad Hidayat, 2022\)](#). One marketing strategy that utilizes the development of information technology is digital marketing [\(Putri & Iskandar, 2024\)](#). In designing a digital marketing strategy, businesses must consider internal and external factors [\(Saputra, 2023\)](#). Micro, Small, and Medium Enterprises have a major influence on Indonesia's economic development, especially in increasing community empowerment and creating job opportunities that contribute to household income [\(Aisyah, 2023\)](#). The existence of Micro, Small, and Medium Enterprises in Indonesia has been proven to have an influence on the country's economy, by contributing to various large industrial sectors [\(Andika, 2023\)](#).

One of the main tourist attractions in Serdang Bedagai Regency is culinary tourism, especially in Bengkel Village, which is known as Bengkel Market. Located on the Trans-Sumatra route, this market focuses on culinary Micro, Small, and Medium Enterprises, especially dodol, a typical regional food. Because almost every stall in Pasar Bengkel sells dodol, this place has become a center for Serdang Bedagai souvenirs and is often referred to as Pasar Dodol [\(Suardi, 2022\)](#). The construction of toll roads has an impact on the development of the areas it passes through. An effective toll road design can ensure that the areas it passes through are not damaged [\(Samosir, 2019\)](#). However, as previously mentioned, the dodol industry also faces many problems. The main problem is the decline in market share or number of consumers, which has been increasingly felt since the inauguration of the Medan-Tebing Tinggi Toll Road in 2017 [\(Purba, 2021\)](#).

In order for consumers to be more familiar with their products, Micro, Small, and Medium Enterprises must effectively deploy digital media as a marketing instrument in the contemporary landscape [\(Sofiah, 2023\)](#). In terms of income, employment opportunities, innovation, and competitiveness, Micro, Small, and Medium Enterprises that are active on social media and build e-commerce expertise will generally benefit more than Micro, Small, and Medium Enterprises that are not yet familiar with information technology and are not yet aware of the potential benefits and importance of digital media in their operations [\(Eri, 2022\)](#). Many Micro, Small, and Medium Enterprises have not adopted digital marketing as a means of promoting their products. This is because most of these companies market their products in a way that lacks a clear strategy and operates with a high level of flexibility and informality [\(Imsar Imsar, 2023\)](#).

According to research [\(Nurbaiti, 2023\)](#), sales of dodol products in the Perbaungan workshop market, we have now achieved an extraordinarily high level of customer satisfaction, both in terms of quality and price. However, marketing still needs to innovate by utilizing technology so that dodol products can be known more widely. Meanwhile, research [\(Arlinda, 2024\)](#) entitled "The Influence of Marketing Capabilities and Digital Marketing in Improving Marketing Performance of Micro, Small, and Medium Enterprises in West Java" shows that digital marketing plays an important role in improving marketing performance. The findings of this study highlight the importance of marketing capabilities and digital marketing in building the marketing effectiveness of Micro, Small, and Medium Enterprises. Based on previous research, this study introduces the latest marketing strategy aimed at increasing sales. Therefore, this study focuses on digital

marketing as a strategic approach, utilizing social media platforms to promote dodol products and expand market access.

Currently, digital marketing is very important in various aspects. Digital marketing can be a beneficial innovation for Micro, Small, and Medium Enterprises to increase sales volume, production, and reduce costs, so that they can reduce production costs more efficiently. The researcher intends to examine the topic entitled "The Role of Digital Marketing in Improving Dodol Sales Performance at Pasar Bengkel, Serdang Bedagai Regency." The formulation of the problem of this study focuses on how digital marketing can improve dodol sales performance at Pasar Bengkel, Serdang Bedagai Regency. The purpose of this study is to determine the impact of digital marketing on dodol sales performance in this particular market.

METHOD

According to Sugiyono in (Suriani, 2023) population is defined as referring to a collective that has attributes and characteristics of several specific subjects determined by researchers to be analyzed before drawing conclusions. The total population includes 36 dodol traders located in Pasar Bengkel, Perbaungan District, Serdang Bedagai Regency. According to (Creswell, 2020) A sample, or example, is a selected representation of a population, whose characteristics will be analyzed to estimate the entire population. This study uses a non-probability sampling technique. According to (Putri, 2019) states that the sample includes the selection of all members of the population as respondents or samples. Therefore, the sample in this study includes all dodol traders in the Pasar Bengkel totaling 36 people.

This study uses quantitative data. As stated by Musianto in (Waruwu, 2023) quantitative studies include the use of measurements, calculations, formulas, and numerical data for purposes such as planning, methodology, hypothesis formulation, analysis techniques, and drawing conclusions. The data used in this study consists of primary and secondary sources. Secondary data refers to data collected from existing research, while primary data is obtained directly from the subjects studied by individuals or organizations (Iskandar, 2021).

Secondary data is obtained from previous sales reports, while primary data is collected directly from dodol business actors through the use of questionnaires and interviews (Sugiyono, 2022). The techniques used for data collection include documentation, direct observation, and questionnaires. For data analysis, IBM SPSS 29 software was used. Research tools refer to the methodology used to assess the social and environmental phenomena that have been identified. In this study, the questionnaire serves as the main instrument for collecting data. The measurement scale serves as a guideline for determining the duration interval, which ensures that the measuring instrument can produce quantitative data when used. The author of this study used a Likert scale.

RESULT AND DISCUSSION

Validity Test

Decision Making Validity Test

- If $r \text{ counts} > r \text{ table}$ = Valid
- If $r \text{ counts} < r \text{ table}$ = Invalid

Digital Marketing Variable Validity Test Results Table (X)			
Item	R Count	R Table	Decision
X1	.624**	0,3291	Valid
X2	.608**	0,3291	Valid
X3	.475**	0,3291	Valid
X4	.571**	0,3291	Valid
X5	.362*	0,3291	Valid
X6	.636**	0,3291	Valid
X7	.406*	0,3291	Valid
X8	.564**	0,3291	Valid
X9	.239	0,3291	Invalid
X10	.674**	0,3291	Valid
X11	.507**	0,3291	Valid
X12	.561**	0,3291	Valid

Based on the value of $df = 34$ and a probability of 5%, the r_{table} value is 0.3291. The findings from the validity test indicate that there is one item that is considered invalid, namely item X9 with a calculated r value of 0.239, which means that the r_{count} is smaller than the r_{table} ($r_{count} < r_{table}$). Meanwhile, other items that measure the Digital Marketing variable (X) Validity statement through the fact that the r_{count} value is greater than the r_{table} ($r_{count} > r_{table}$).

Sales Performance Variable Validity Test Results Table (Y)			
Item	R Count	R Table	Decision
Y1	.542**	0,3291	Valid
Y2	.685**	0,3291	Valid
Y3	.570**	0,3291	Valid
Y4	.690**	0,3291	Valid
Y5	.609**	0,3291	Valid
Y6	.627**	0,3291	Valid
Y7	.461**	0,3291	Valid
Y8	.603**	0,3291	Valid
Y9	.215	0,3291	In Valid
Y10	.334*	0,3291	Valid

Based on the value of $df = 34$ and a probability of 5%, the value of the table obtained is 0.3291. The findings from the validity test showed that there was one item that was considered invalid, namely item Y9 with an r -count value of 0.215, which means r -calculated $<$ r table. Meanwhile, other items that measured the Sales Performance variable (Y) were declared valid, because the r -calculated value $>$ r table.

Uji Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.770	11

Table of Reliability Test Results of Digital Marketing Variables (X)

The results of the reliability test conducted with Cronbach's Alpha, after removing an invalid item (X9), produced a α value of 0.770. This result, if above 0.6, indicates the reliability of the instrument and is consistent in assessing the Digital Marketing variable (X).

Reliability Statistics	
Cronbach's Alpha	N of Items
.747	9

Table of Reliability Test Results of Sales Performance Variables (Y)

The reliability test results determined through Cronbach's Alpha after removing an invalid item (Y9) yielded a α value of 0.747. This value is greater than 0.6 which indicates that the research instrument shows reliability and consistency in measuring the Sales Performance (Y) variable.

Normality Test

The normality test aims to assess whether the residual data or errors show a normal distribution. In the context of a regression model, residual data or errors must follow an orderly distribution pattern. The Kolmogorov-Smirnov test serves as a method to carry out this assessment by evaluating the significance value. If the value of Asymp. Sig exceeds 0.05, residual data or errors can be considered normally distributed; conversely, if the Asymp value. Sig below 0.05, residual data or errors are classified as normally undistributed. The following are the findings from the Normality Test using the Kolmogorov-Smirnov Test, facilitated by IBM SPSS 29 Software.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		36
Normal Parameters ^{a,b}	Mean	.0000000

	Std. Deviation		3.27438549
Most Extreme Differences	Absolute		.137
	Positive		.073
	Negative		-.137
Test Statistic			.137
Asymp. Sig. (2-tailed)^c			.087
Monte Carlo Sig. (2-tailed)^d	Sig.		.084
	99% Confidence Interval	Lower Bound	.077
		Upper Bound	.091
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.			

Through the results of the Normality Test run with the Kolmogorov-Smirnov Test, it showed a significance value of 0.087, which showed that the significance level was > 0.05 . Therefore, it is concluded that the residual data follows the normal distribution.

Linearity Test

In regression analysis, it is important to establish a linear relationship between independent variables (X) as well as dependent variables (Y). The Linearity Test aims to assess the existence of this relationship. A deviation value of < 0.05 indicates the existence of a linear relationship, while a $>$ value of 0.05 indicates the absence of a linear relationship. The following are the results of the Linearity Test using IBM SPSS 29 Software:

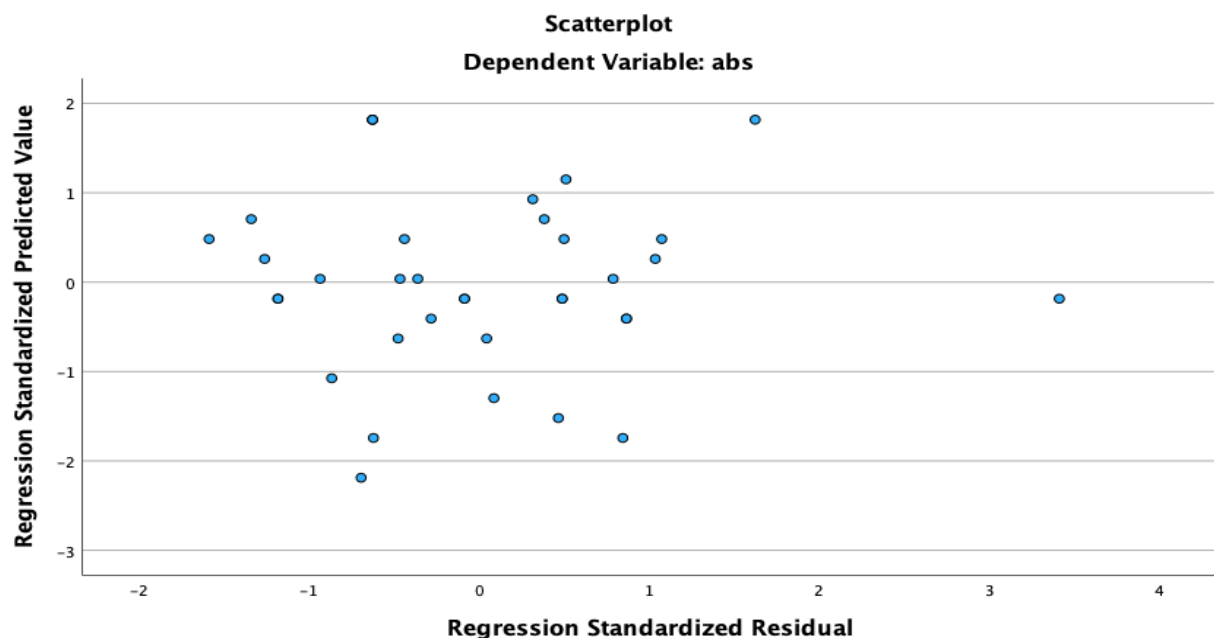
ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Sales Performance (Y)* Digital Marketing (X)	Between Groups	(Combined)	333.726	14	23.838	1.984	.076
		Linearity	210.744	1	210.744	17.543	<.001
		Deviation from Linearity	122.982	13	9.460	.787	.665
	Within Groups		252.274	21	12.013		
	Total		586.000	35			

Through the results of the Linearity Test, a significance value of 0.665 was obtained, indicating $\text{Sig.} > 0.05$. It can be stated that there is no linear relationship between Digital Marketing (X) and Sales Performance (Y).

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to assess the distribution of residual variance or data errors. An effective regression model should not show signs of heteroscedasticity, which shows residual variance or consistent data error between dependent variables (Y) as well as independent variables (X). The Glejser test serves as a decision-making tool; A significance value of > 0.05 indicates the absence of heteroscedasticity, while a significance value of < 0.05 indicates the presence of heteroscedasticity. The following are the results of the Glejser Heteroscedasticity Test run using IBM SPSS 29 Software:

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.648	3.082		-.859	.396
	Digital Marketing (X)	.114	.066	.286	1.744	.090
a. Dependent Variable: abs						



The analysis of the table shows that the regression model shows no signs of heteroscedasticity, as evidenced by a significance value of 0.090, which means $\text{Sig.} > 0.05$. This conclusion is further reinforced by a scatter diagram, which depicts a random and scattered distribution of data, which reinforces the absence of heteroscedasticity.

Simple Linear Regression Analysis

A simple regression analysis was carried out to identify the impact of the independent variable (X) on the dependent variable (Y). The following are the results of a multiple regression analysis run using IBM SPSS 29 software:

		Coefficients^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	12.430	5.878		2.115	.042
	Digital Marketing (X)	.546	.125	.600	4.370	<.001

a. Dependent Variable: Sales Performance (Y)

Here is the equation of the regression model that is formed:

$$Y = a + \beta_1 X +$$

$$Y = 12.430 + 0.546 X + E$$

Information:

Y = Sales Performance

X = Digital Marketing

a = Constant

β = Regression Coefficient

e = Error

The equation shows that:

Variable (X) has a positive impact on variable (Y), because if the free variable (X) has a value of zero or fixed, then the value of the bound variable (Y) is 12.430.

Every one-unit increase in the Digital Marketing variable (X) will result in an increase in the Sales Performance variable (Y) by 0.546 or 54.6%. Thus, it can be stated that the more optimal Digital Marketing (X), the Sales Performance (Y) also tends to increase. Therefore, variable (X) has a positive impact on variable (Y).

T Test (Parallel Test)

To determine whether each independent variable (X) significantly affects the dependent variable (Y), a Partial T-Test is used to evaluate the research hypothesis. This T-test assesses the existence of a partial significant influence, which is indicated by a significance value (Sig.) < 0.05. Conversely, if the Sig. value is more than 0.05, then the alternative hypothesis (Ha) is rejected and the null hypothesis (Ho) is accepted, indicating the absence of a specific impact. The following are the results of the T-Test run using IBM SPSS 29 software:

		Coefficients^a		
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Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.430	5.878		2.115	.042
Digital Marketing (X)	.546	.125	.600	4.370	<.001

a. Dependent Variable: Sales Performance (Y)

The previous T-Test results table shows that Digital Marketing (X) has a specific and positive impact on Sales Performance (Y). This is evidenced by the value of Sig. < 0.001, referring to the acceptance of the alternative hypothesis (Ha) and the rejection of the null hypothesis (Ho). The positive correlation formed shows that an increase in Digital Marketing (X) will lead to an increase in Sales Performance (Y).

Test F (Simultaneous)

The Simultaneous F test is used to determine whether all independent variables (X) collectively have a specific impact on the dependent variable (Y). A significance value (Sig.) < 0.05 indicates acceptance of the alternative hypothesis (Ha) and Ho is rejected; if the Sig. value > 0.05, then Ho is accepted. If all independent variables (X) do not have a specific impact on variable Y at the same time, then Ha is rejected and Ho is accepted. Results of Simultaneous F Test using SPSS 29 Software:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210.744	1	210.744	19.094	<.001 ^b
	Residual	375.256	34	11.037		
	Total	586.000	35			
a. Dependent Variable: Sales Performance (Y)						
b. Predictors: (Constant), Digital Marketing (X)						

The result of the F Test signifies a significance value of < 0.001, which indicates that the value is below < 0.05. As a result, Ho was rejected, while Ha was accepted. Thus, it is stated that Digital Marketing (X) has a significant impact on Sales Performance (Y).

Coefficient of Determination Test

The Determination Coefficient Test is designed to assess the extent to which the dependent variable (Y) is able to be anticipated or described by various independent variables (X). The

following are the findings from the Coefficient of Determination Test run using IBM SPSS 29 Software:

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 ^a	.360	.341	3.32219
a. Predictors: (Constant), Digital Marketing (X)				
b. Dependent Variable: Sales Performance (Y)				

The R Square (R²) value presented in the table above is 0.360, which is equivalent to 36%. This shows that the Digital Marketing variable (X) includes 36% of the variance in the Sales Performance variable (Y). Nonetheless, the remaining 64% were influenced by a variety of other factors that were not covered in this analysis. A relatively strong relationship between the two variables is suggested if the adjusted R Square value reaches 0.600, or 60%.

The Influence of Digital Marketing (X) on Improving Sales Performance (Y) in Dodol Business at the Serdang Bedagai Regency Workshop Market is evidenced by the results of validity tests conducted on Digital Marketing and Sales Performance variables. The validity test used is a two-way test with a significance threshold of 0.05 with a validity criterion of 0.3291. The results of the study indicate that the correlation value of each variable exceeds the valid criteria set, so that it can be concluded that the questionnaire instrument is valid. In addition, the Reliability Test shows that the Cronbach alpha value for standardized items exceeds the acceptable threshold of 0.60, which means that the measurement instrument of the Digital Marketing and Sales Performance variables is reliable.

The regression coefficient analysis shows that digital marketing has a value of 0.546. This shows that a 1% increase in digital marketing efforts is associated with a 54.6% increase in sales. The positive coefficient indicates a direct relationship between Digital Marketing and Sales Performance, which indicates that improving digital marketing strategies can result in increased sales results. Furthermore, the results of the significance test show that the performance of dodol sales at the Serdang Bedagai Regency Workshop Market is significantly influenced by digital marketing, as evidenced by a probability value of 0.001, which is smaller than the significance threshold of 0.05 ($0.001 < 0.05$).

Specific changes in digital marketing strategies can result in a noticeable increase in sales volume, especially in the context of improving the performance of dodol sales in Pasar Bengkel in Serdang Bedagai Regency. Here are some changes that can be made, namely using social media platforms such as Instagram, Facebook, and TikTok in a more targeted way can expand market reach. Dodol traders at the Workshop Market can create interesting content, such as videos of making dodol, customer testimonials, or special promotions that attract the interest of the audience. Using relevant hashtags and collaborating with local influencers or micro-influencers can help create wider awareness.

The use of location-based marketing features, such as Facebook Ads and Instagram Ads, allows merchants to target audiences around the Serdang Bedagai area or even other potential areas. This

will increase the likelihood of potential customers who are interested in dodol products to make a purchase. Selling dodol through e-commerce platforms such as Tokopedia, Bukalapak, or Shopee can expand the reach of the market outside of Pasar Bengkel in Serdang Bedagai Regency. Sellers can take advantage of the features that these platforms offer, such as free shipping promos or discount programs, to attract more buyers. To increase the visibility of dodol products on the internet, merchants can apply SEO techniques to their websites or sales platforms. With relevant keywords, such as "typical Serdang Bedagai dodol" or "traditional dodol," the product will be easier to find by consumers searching for similar products on search engines like Google.

Email marketing strategies can be used to remind customers about products or provide special offers, such as discounts or bundling promotions. Additionally, retargeting ads through Google or Facebook can help reach customers who have visited your online store but haven't made a purchase yet, increasing your chances of conversion. Improving the design and functionality of a website or online store to make it easier for customers to explore products, read reviews, and make purchases is essential. It also includes ease in the payment and delivery process, which will increase customer satisfaction levels and encourage repeat purchases.

Consumers are now increasingly interested in the story behind a product. By using content marketing, dodol traders can share stories about how to make dodol, the natural ingredients used, and the history of the dodol tradition in Serdang Bedagai. This can create an emotional connection with customers, so they are more loyal and more likely to buy. With the implementation of a targeted and creative digital marketing strategy, dodol traders in Pasar Bengkel can increase the visibility of their products, attract more customers, and ultimately significantly increase sales volume.

Digital marketing or digital marketing is an approach that utilizes digital technology to promote products or services. In the era of increasingly evolving technology, the role of digital marketing is very important in improving sales performance. Some aspects that can be connected to digital marketing are the use of social media, search engine optimization (SEO), digital advertising, and email marketing. One of the most popular forms of digital marketing is social media. Social media provides a platform for companies to interact directly with consumers as well as introduce products or services. According to a journal written by [\(IQBAL, 2021\)](#), social media allows brands to create two-way communication with customers, which increases brand awareness and drives sales. This journal reveals that the right strategy in social media can increase engagement with the audience and increase sales. By utilizing paid advertising, companies can target more specific and relevant audiences, thereby increasing sales opportunities.

SEO is a technique to increase a website's visibility on search engines like Google. The higher a website ranks in search results, the more likely consumers are to visit the website and eventually buy the product. [\(Maulana, 2019\)](#) in his research explained that the implementation of good SEO can bring in more organic traffic and higher sales conversions. The study shows that SEO has a direct impact on increasing sales, as most consumers tend to buy products that appear on the first page of search results [\(Imsar, 2023\)](#).

Marketing through digital advertising, including Google Ads and Facebook Ads, allows companies to reach a wider and more targeted audience. [\(Purbasari, 2019\)](#) explains that digital advertising is

not only effective in introducing new products but also in generating higher ROI compared to traditional media. The journal explains how digital advertising, with more precise targeting and adjustable budgets, helps companies increase sales and cost efficiency. Scalable advertising campaigns allow companies to assess success and improve sales performance.

Email marketing is a marketing strategy that uses email to communicate directly with customers. (Sari, 2020) in their book revealed that email marketing can increase customer loyalty and remind them of products they are interested in, which in turn can increase sales conversion rates. Email marketing, according to this study, is a very effective tool in maintaining relationships with customers, offering special promotions, and redirecting customers to make repeat purchases.

Content marketing focuses on creating and distributing relevant and valuable content to attract audiences and ultimately encourage them to buy products. (Andika, 2023) in his study stated that content marketing increases consumer trust and helps create a better user experience. According to this study, content marketing can increase sales by creating stronger relationships with customers, making them more likely to make purchases and share their positive experiences. Digital marketing plays a very important role in improving sales performance. Social media, SEO, digital advertising, email marketing, and content marketing all play a significant role in attracting audiences, increasing brand visibility, and ultimately driving sales. With the right strategy, digital marketing can have a big positive impact on companies in increasing their sales (Dewi, 2021).

Research on the role of digital marketing in improving sales performance of Dodol Pasar Bengkel in Serdang Bedagai Regency has several limitations that need to be considered, including limited data, technological knowledge, infrastructure, budget, and research time. All of these factors can affect the results and conclusions of the study, which makes it important to consider the local context and characteristics of business actors in analyzing the impact of digital marketing on sales performance. Future research on the role of digital marketing in improving sales performance of Dodol Pasar Bengkel in Serdang Bedagai Regency can further deepen its analysis by considering various aspects, ranging from more affordable strategies for Micro, Small, and Medium Enterprises, technology training, to the use of new technologies and analyzing their effects on brand awareness and customer satisfaction. With a better understanding of the challenges and opportunities that exist, local business actors can more effectively utilize digital marketing to increase their sales. Further research can dig deeper into the effectiveness of certain digital platforms, such as local websites or marketplaces, in increasing sales. Recommendations regarding more intensive and sustainable digital marketing training for business actors, to improve their ability to manage digital marketing. Research can also explore external factors that influence the success of digital marketing implementation, such as government policies related to MSME development and technology infrastructure.

CONCLUSION

This study shows that digital marketing plays an important role in improving the performance of dodol sales in the Bengkel Market, Serdang Bedagai Regency. The use of digital platforms, such as social media, e-commerce, and location-based marketing techniques, has proven effective in expanding market reach and increasing the visibility of dodol products. Digital marketing also allows merchants to interact directly with customers, increase consumer loyalty, and speed up the

online transaction process. The practical implications of this study are the importance for dodol business actors to further optimize digital marketing in order to compete in an increasingly growing market. Merchants need to strengthen their presence on social media, utilize paid advertising, as well as sell through e-commerce platforms to expand the market. In addition, a better understanding of the use of SEO, email marketing, and user experience on the website will also be very supportive in increasing sales. With the adoption of more maximized digital marketing, dodol traders in Pasar Bengkel can not only significantly increase sales volume but also strengthen their position in the competitive market. Therefore, it is important for business actors to continue to learn and adapt to technological developments in order to maximize the potential of existing digital marketing.

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