
Transformation of Jamu Turmeric Asem Marketing Strategy from Traditional to Semi-Digital Approach in Sharia Economic Perspective: A Case Study of Oemah Turmeric Asem Kaligangsa

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Received: 2026-02-01; Accepted: 2026-02-20; Published: 2026-02-27

Abstract

Marketing transformation is an important need for micro, small, and medium enterprises (MSMEs), including traditional herbal medicine businesses, in dealing with changes in consumer behavior and the development of digital technology. This study aims to analyze the transformation of the marketing strategy of Asem Turmeric Herbal Products from traditional marketing to a semi-digital approach in Oemah Turmeric Asem Kaligangsa. This study uses a qualitative approach with a case study method. Data collection was carried out through in-depth interviews, field observations, and documentation during the period from July to October 2025. The data analysis used the interactive model of Miles, Huberman, and Saldaña which included data reduction, data presentation, and conclusion drawn, and was tested for validity through triangulation of sources and techniques. The results show that before the transformation, marketing strategies were still dominated by direct sales and word-of-mouth promotion with limited market reach. The transformation to semi-digital marketing is done gradually through the use of simple digital media such as instant messaging apps and social media, without abandoning traditional marketing. The implementation of this strategy opens up opportunities for market expansion, increased product visibility, and attracted younger consumers. However, marketing transformation also faces challenges in the form of limited digital literacy, human resources, and promotion consistency. This study concludes that semi-digital marketing is an effective adaptive and contextual strategy in supporting the sustainability of traditional herbal medicine businesses without having to fully digitize. Viewed from the perspective of sharia economics, the semi-digital marketing practices applied emphasize business ethical values such as honesty, fairness, halal product guarantees, and the principle of benefit, so that it is in line with the principles of sharia-based business sustainability.

Keywords: *marketing strategy, semi-digital marketing, herbal turmeric asem, MSMEs, sharia economics, case studies.*

INTRODUCTION

The development of digital technology has driven significant changes in the marketing strategies of various business sectors, including micro, small, and medium enterprises (MSMEs) (Rusdianan Rauf et al., 2024). Marketing digitalization is considered to be able to expand market reach, increase promotion efficiency, and strengthen business competitiveness (Chaffey & Ellis-Chadwick, 2019; Kotler & Keller, 2016). However, in practice, not all MSMEs are able to fully adopt digital marketing due to limited human resources, digital literacy, and business capital (Husen et al., 2025). This creates a gap between the concept of digital marketing that is theoretically ideal and the reality of its application at the level of a traditional-based small business.

In the traditional herbal medicine sector, especially turmeric asem herbal products, social facts show that marketing still relies heavily on conventional methods such as direct sales and word-of-mouth promotion (Tri Setiani et al., 2025). Jamu as a product based on local wisdom has strong cultural value, but often faces challenges in adjusting to the dynamics of the modern market that is increasingly digital and competitive (Suryani et al., 2020). As a result, many traditional herbal medicine businesses experience limitations in expanding the market and attracting younger generations of consumers.

In the context of sharia economics, marketing is understood as part of muamalah activities that are not only oriented towards business efficiency and growth, but also on fulfilling the principles of ethics, justice, and benefits. Therefore, the transformation of MSME marketing strategies, especially in tradition-based and halal products such as herbal medicine, needs to be studied not only from the aspect of technological adaptation, but also from its conformity with sharia economic values.

Theoretically, the digital marketing model is often positioned as the main solution for improving the performance of MSMEs, but this approach is not yet fully relevant for traditional businesses that are not yet ready to go fully digital. This is where theoretical and empirical gaps arise regarding alternative marketing strategies that are adaptive and gradual in nature (Wibowo, 2024). The concept of semi-digital marketing, which integrates traditional marketing with the use of simple digital media, is still relatively minimally discussed in the academic literature, especially in the context of traditional herbal medicine.

A number of previous studies have shown that the use of digital media has a positive effect on improving the marketing performance of MSMEs. Research by (Setiawan et al., 2021) found that the use of social media is able to increase product visibility and expand the network of MSME consumers. Other research by (Pradiani et al., 2018) emphasizing that digital marketing strategies contribute to increasing sales and brand awareness in small businesses. However, most of the research focused on MSMEs that have adopted digital marketing relatively intensively.

In the context of herbal and traditional herbal products, previous research has more discussed aspects of consumer preferences, product quality, and market potential of herbal medicine as a health product (Handayani, 2020; Widowati & Pramono, 2019). These studies have not specifically examined the marketing strategies used by traditional herbal medicine business actors in dealing with digital transformation. In addition, studies that place herbal medicine as a cultural product that requires a contextual marketing approach are still limited.

Based on this study, the novelty of this research lies in the focus of analysis on the transformation of marketing strategies from traditional to semi-digital in the herbal medicine business of turmeric asem. This research does not place digitalization as the final goal, but rather as a gradual adaptation process that is adjusted to the capacity of business actors. By taking the case study of Oemah Kunyit Asem Kaligangsa, this study offers a new perspective on hybrid marketing models that are realistic and relevant to traditional herbal medicine businesses.

This study aims to analyze the transformation of the marketing strategy of herbal medicine asem products from a traditional approach to semi-digital in Oemah Turmeric Asem Kaligangsa, as well as examine its conformity with the principles of sharia economics, especially in the aspects of honesty, justice, and business sustainability.

This research departs from the argument that semi-digital marketing is an adaptive strategy that is more relevant for traditional herbal medicine businesses than full digitalization. The integration between traditional marketing and simple digital media allows businesses to maintain the value of local wisdom while responding to changes in consumer behavior. Therefore, marketing transformation does not have to be disruptive, but can be done gradually and contextually according to the characteristics of the business.

This research is important because it makes a theoretical and practical contribution to the study of MSME marketing, especially traditional herbal medicine businesses. Theoretically, this study enriches the literature on semi-digital-based hybrid marketing models. Practically, the results of this research can be a reference for traditional herbal medicine business actors and policy makers in designing marketing strategies that are adaptive, sustainable, and based on local wisdom in the midst of digitalization flows.

RESEARCH METHODOLOGY

This research uses a qualitative approach with a type of qualitative descriptive research and case study methods. The qualitative approach was chosen because this study aims to deeply understand the process of transformation of marketing strategies experienced by traditional herbal medicine businesses, especially the change from traditional marketing to a semi-digital approach. The case study method allows the researcher to explore phenomena contextually and comprehensively in the natural environment of the research object (Creswell & Poth, 2018; Yin, 2018).

Research Location and Time

This research was carried out at Oemah Kunyit Asem Kaligangsa, a traditional herbal drink business that produces and markets turmeric asem herbal medicine. The selection of the location was based on the consideration that the business has adapted its marketing strategy from the traditional system to semi-digital marketing gradually. The research was carried out for four months, from July to October 2025, to obtain adequate data and describe the entire marketing transformation process.

Research Subjects and Informants

The subject of the study was Oemah Kunyit Asem Kaligangsa, while the research informant was determined by purposive sampling. The main informants include business owners and parties directly involved in marketing activities. Supporting informants consist of consumers who have made purchases through traditional or semi-digital systems. The

purposive sampling technique is used because informants are selected based on their knowledge and experience of the phenomenon being studied (Safarudin et al., 2023)

Data Collection Techniques

Data collection was carried out through three main techniques, namely in-depth interviews, observations, and documentation, in order to obtain rich and complementary data.

In-depth interviews were conducted in a semi-structured manner to explore information related to marketing strategies before transformation, reasons for adopting semi-digital marketing, forms of implementation of new marketing strategies, and opportunities and challenges faced. This technique allows researchers to gain a broader and more flexible understanding of the informant's experience (Creswell, 2014).

Observations were carried out directly on marketing activities and sales of turmeric asem herbal products. The focus of observation includes interaction patterns between sellers and consumers, the use of semi-digital media in promotions and orders, and consumer responses to the marketing strategies implemented. Observations are used to capture actual behavioral data that is not always revealed through interviews (Marshall & Rossman, 2016).

Documentation is used as supporting data which includes product photos, digital promotional archives, screenshots of marketing communication media, as well as simple order or sales records. Documentation serves to reinforce and verify the data obtained from interviews and observations.

Data Analysis Techniques

Data analysis was carried out using the Miles, Huberman, and Saldaña interactive analysis model which includes three main stages, namely data reduction, data presentation, and conclusion drawn. At the data reduction stage, the researcher selects and focuses data that is relevant to the research objectives. The data presentation stage is carried out by arranging data in the form of narratives, tables, and charts to facilitate understanding. The final stage is the drawing of conclusions and verification, which is carried out on an ongoing basis during the research process (Miles et al., 2014).

The data collection process starts from the determination of research informants, then continues with data collection through in-depth interviews, field observations, and documentation. The data obtained was then analyzed using an interactive analysis model which included data reduction, data presentation, and conclusion drawn. To maintain the validity of the data, this study applied triangulation techniques and sources (Achjar et al., 2023).

Data Validity

To ensure the validity of the data, this study applied triangulation of techniques and sources. Technical triangulation was carried out by comparing the results of interviews, observations, and documentation, while source triangulation was carried out by comparing information from the main informant and supporting informants. This step aims to increase the credibility and validity of research findings (Lincoln & Guba, 1985).

Research Ethics

This research was carried out by paying attention to the ethical principles of qualitative research. All informants were given an explanation of the purpose of the research and gave consent before the interview was conducted. The identity of the informant is kept confidential, and the data obtained is used solely for academic purposes (Nur & Utami, 2022).

RESULTS AND DISCUSSION

Brief Profile of Oemah Turmeric Asem Kaligangsa

Oemah Kunyit Asem Kaligangsa is a micro business in the field of traditional herbal drinks that has been established since 2009. This business started from the production of asem turmeric herbal medicine at home to meet the consumption needs of families and the surrounding community. As consumer interest increased, products began to be marketed on a limited basis through small stalls and traditional markets. Along the way, this business had experienced a vacuum period due to limited resources, before finally returning to operate and survive until now as a form of commitment to preserving traditional herbal medicine.

Traditional Marketing Strategies Before Semi-Digital Transformation

The results of interviews with business owners show that marketing strategies before the use of digital media are completely carried out conventionally and based on local relationships. The main marketing pattern used is the consignment system by depositing asem turmeric herbal products in traditional markets and hawker stalls in the surrounding environment. In addition, the installation of banners in front of the production house is used as a marker of business locations as well as a simple promotional medium for the surrounding community.

This strategy relies on direct interaction between sellers and consumers, as well as building trust and loyalty of customers who have known the product for generations. However, such traditional marketing has limitations in reaching consumers outside the Kaligangsa area and is highly dependent on local social networks.

Factors Driving Semi-Digital Marketing Strategy Transformation

The transformation of marketing strategies towards a semi-digital approach is driven by changing consumer behavior as well as the need to reach a wider and more diverse market. Business owners realize that dependence on traditional markets is no longer enough to maintain business competitiveness. In addition, the input from families and young consumers also encourages the use of digital media as a means of promotion and marketing communication.

Semi-digital marketing is seen as an adaptive strategy to maintain the existence of a business without abandoning the traditional character of turmeric asem herbal products, while maintaining the value of honesty and product authenticity in accordance with sharia economic principles.

Forms of Semi-Digital Marketing Implementation

The results of the study show that the implementation of semi-digital marketing at Oemah Kunyit Asem Kaligangsa is carried out through various digital platforms. The media used include WhatsApp Business as a means of communication and ordering, Instagram and TikTok as a promotional medium, Google Maps to make it easier to find business locations, and food delivery platforms such as ShopeeFood, GoFood, GrabFood, and Maxim Food.

Even though it has utilized various digital platforms, digital marketing management is still simple and has not been carried out professionally or integrated. Digital marketing activities have not been supported by structured and consistent content planning.

The Impact of Semi-Digital Marketing on Market Demand and Reach

Based on interviews with production managers, the implementation of semi-digital marketing has an impact in the form of increasing product demand at certain moments. This requires adjusting production capacity so that product quality and availability are maintained.

From the consumer side, digital marketing makes it easier to access information and order products. New consumers generally get to know the product through social media, while old consumers are still acquired through recommendations and social relationships. This condition shows that traditional and semi-digital marketing go hand in hand and complement each other.

Challenges in the Implementation of Semi-Digital Marketing

While it provides benefits, the implementation of semi-digital marketing faces a number of challenges. The main challenges identified are limited knowledge about digital marketing, content management, and limited time and human resources. As a result, digital promotion activities have not been carried out regularly and continuously.

This condition causes the potential of digital marketing to not be utilized optimally, especially in building a brand image and increasing product competitiveness in the wider market.

Observational Findings related to Branding and Marketing Patterns

The results of field observations show that the branding of asem turmeric herbal products is still simple. The products are packaged in plastic bottles with label designs that display the brand identity in a minimalist way. Visual elements such as color, typography, and product information have not been consistently developed as part of a branding strategy.

However, the image of the product as a traditional home herbal medicine is actually an attraction for some consumers, especially those who are looking for natural herbal products. In addition, semi-digital marketing has made it possible to receive custom orders, such as asem turmeric herb parcels for specific occasions, indicating the existence of digital-based market development opportunities.

Transformation of Marketing Strategy from Traditional to Semi-Digital in Jamu MSMEs

The results of the study show that Oemah Kunyit Asem Kaligangsa has experienced a gradual transformation of its marketing strategy from a traditional approach to semi-digital. These findings are in line with the view (Kotler & Keller, 2016) which states that MSMEs generally do not immediately switch to full digital, but through a transition phase that adjusts to the capacity of resources and technological literacy of business actors.

Previous research by (Taiminen & Karjaluoto, 2015) emphasized that the adoption of digital marketing in MSMEs often starts from the use of simple digital media, such as social media and instant messaging applications. This condition is identical to the findings of this study, where WhatsApp Business and Instagram are the main media for semi-digital

marketing. Thus, the transformation that occurred at Oemah Kunyit Asem Kaligangsa reflects the general pattern of adaptation of MSMEs based on traditional products.

Coexistence of Traditional and Semi-Digital Marketing (Hybrid Marketing)

The research findings show that traditional marketing is not completely abandoned, but rather goes hand in hand with semi-digital marketing. This pattern reinforces the concept of hybrid marketing put forward by (Chaffey & Ellis-Chadwick, 2019), which is a combination of offline and online approaches to reach different market segments.

(Dwivedi et al., 2021) It shows that trust and social interaction remain important in digital marketing, especially in consumer segments influenced by local cultural values and customs. These findings are in line with the results of research that affirm that maintaining consumer trust is a crucial aspect in traditional herbal medicine marketing, because consumers tend to pay attention to personal relationships and understanding from sellers. In addition, the study (Qolbi et al., 2024) Found that product quality, marketing strategies, and relational approaches play a significant role in influencing consumer interest in traditional herbal beverage products.

The Impact of Semi-Digital Marketing on Market Reach and Demand

The results indicate that the implementation of semi-digital marketing has an impact on expanding market reach and increasing demand in certain periods. These findings support research by (Tiago & Verissimo, 2014) which states that digital media is able to increase the visibility of MSME products at a relatively low cost.

However, as stated by (Aprilia et al., 2022), the implementation of digital marketing by MSMEs often faces internal challenges such as limited resources and operational readiness in responding to the increased demand generated from digital marketing. Similar findings are also reinforced by (Nugroho Wibowo & Pangesti, 2025), which shows that the effectiveness of digital marketing in MSMEs is greatly influenced by the internal capacity of the business, including production and operational management.

Digital Literacy and Content Management Challenges

One of the main findings in this study is the limitations of digital literacy and marketing content management that has not been carried out consistently. These findings are in line with research (Rahayu & Day, 2017) which identifies that low digital capabilities are the main barriers to the adoption of digital marketing by MSMEs in developing countries.

Research (Ahmad et al., 2018) emphasized that without structured content planning and digital strategies, the use of social media by MSMEs tends to be symbolic and has not been able to have an optimal impact on marketing performance. Therefore, the challenges faced by Oemah Kunyit Asem Kaligangsa can be understood as structural problems that are commonly experienced by traditional MSMEs in the process of adapting to the digital era.

Branding of Traditional Herbal Products in a Digital Context

The results of observations show that the branding of saffron herbal products is still simple and highlights the traditional impression. These findings are in line with the study (Kurniawan & Khrisna Sawitri, 2024) which states that the visual simplicity of traditional herbal products can reinforce the perception of the authenticity and naturalness of the product.

Nevertheless (Keller, 2013) emphasizing that the formation of a strong brand still requires consistency of visual identity and brand message, including in the context of the use of digital platforms. Therefore, the results of this study show that there is a strategic opportunity for Oemah Kunyit Asem Kaligangsa to develop digital branding without eliminating the traditional values inherent in herbal medicine products.

Novelty of Findings in the Context of Traditional Herbal Medicine MSMEs

Unlike previous research that discussed digital marketing in MSMEs in general, this study specifically highlights the marketing transformation in the herbal medicine business as a traditional herbal product. The novelty of this research lies in the disclosure that digital transformation in herbal MSMEs is not disruptive, but adaptive and selective.

These findings enrich the MSME marketing literature by showing that semi-digital and hybrid marketing approaches are more relevant for products based on tradition and consumer trust.

Semi-Digital Marketing Transformation in Sharia Economic Perspective

Viewed from the perspective of sharia economics, the semi-digital marketing transformation implemented by Oemah Kunyit Asem Kaligangsa reflects the ethical practice of muama. Transparency of product information, price clarity, and halal assurance of raw materials show the application of the principles of honesty and fairness in marketing activities (Antonio, 2001).

In addition, the simple use of digital media without manipulative practices is in line with the principle of profitability, as it allows for market expansion without sacrificing consumer trust. Thus, semi-digital marketing not only functions as a technology adaptation strategy, but also as an instrument to maintain the sustainability of sharia value-based businesses.

CONCLUSION

This study aims to analyze the transformation of the marketing strategy of Asem Turmeric Herbal Medicine from a traditional approach to semi-digital in Oemah Turmeric Asem Kaligangsa. Based on the results of the research and discussion, it can be concluded that traditional marketing strategies that rely on direct sales, consignment systems, and personal relationships are still the main foundation of marketing herbal medicine asem products. This approach has proven effective in building consumer trust and retaining existing customers, but it has limitations in reaching a wider market.

The transformation towards semi-digital marketing is carried out gradually through the use of digital media such as WhatsApp Business, Instagram, TikTok, Google Maps, and delivery service platforms. The implementation of this semi-digital strategy has a positive impact in the form of expanding market reach and increasing demand at certain times. However, traditional marketing is not completely abandoned, but rather goes hand in hand with digital marketing, forming a hybrid marketing pattern that is adaptive to the characteristics of traditional herbal medicine consumers.

This study also found that the implementation of semi-digital marketing still faces a number of challenges, especially limited digital literacy, inconsistent content management, and limited human resources. This condition causes the use of digital marketing to be not optimal, especially in building brand image and increasing business competitiveness in a sustainable manner.

Overall, this study confirms that the marketing transformation in traditional herbal medicine MSMEs is adaptive and contextual, not a full digital transformation. Semi-digital and hybrid strategies are the most realistic and relevant approach for MSMEs based on traditional products such as turmeric asem jam.

Policy Recommendations

Based on the findings of the research on the transformation of the marketing strategy of asem turmeric from traditional to semi-digital, there are several policy recommendations that can be considered by stakeholders, especially local governments, MSME companion institutions, and related agencies.

First, local governments need to strengthen digital literacy improvement programs for MSME actors based on traditional products, such as herbal medicine. Training programs should not only focus on the use of social media, but also include content planning, digital branding management, and marketing strategies based on market needs. A contextual training approach will help MSMEs adopt digital marketing more effectively and sustainably.

Second, a sustainable mentoring policy is needed for MSMEs that are in the transition phase to digital marketing. This assistance can be done through collaboration between the government, universities, and the MSME digital community to ensure that the adoption of semi-digital marketing is not sporadic, but integrated with long-term business strategies.

Third, policy support for strengthening the branding of traditional products needs to be directed at the development of a consistent brand identity without eliminating local and traditional values. This policy is important to maintain the authenticity of herbal medicine products while increasing their competitiveness in the wider market.

Managerial Implications

From the managerial side, the results of this study provide several practical implications for the managers of Oemah Kunyit Asem Kaligangsa and similar MSMEs.

First, business actors need to manage traditional and semi-digital marketing in an integrated manner as a hybrid strategy. Traditional marketing is maintained to maintain the loyalty of old customers, while semi-digital marketing is optimized to reach new consumers. This integration allows MSMEs to take advantage of the advantages of each marketing approach.

Second, business managers need to start planning digital content that is simple but consistent. Consistency in message delivery, product visuals, and marketing information will help build a stronger brand image on digital platforms, even if managed with limited resources.

Third, increasing the capacity of human resources is an important aspect in the success of semi-digital marketing. Business actors can involve family members or support personnel who have digital skills to manage social media and online communication, so that digital marketing activities can run more optimally.

Fourth, business managers need to adjust production capacity to the potential for increased demand resulting from digital marketing. Adaptive production planning will help maintain the quality of sour turmeric herbal products and avoid the risk of operational unreadiness due to a surge in orders.

Research Limitations and Advanced Research Suggestions

This research has several limitations that need to be considered in interpreting the research results. First, this study uses a qualitative approach with a single case study design on Oemah Kunyit Asem Kaligangsa. Therefore, the results of the study are not intended to be statistically generalized to all herbal MSMEs or MSMEs in other sectors, but to provide an in-depth understanding of the phenomenon of marketing strategy transformation in certain contexts.

Second, the main source of data for this study comes from interviews with business owners as well as observations and documentation carried out over a certain period of time. The limited number of informants can affect the diversity of perspectives obtained, especially from the consumer side or distribution partners that have not been explored in depth.

Third, this study has not quantitatively measured the impact of semi-digital marketing on business performance, such as increased sales, profitability, or customer growth. The impacts identified are still descriptive based on the perception and experience of business actors.

Based on these limitations, further research is recommended to use a mixed methods approach by combining qualitative and quantitative data. This approach allows for a more objective measurement of the influence of semi-digital marketing on the performance of MSMEs.

Advanced research can also expand the scope of the research object by involving more than one herbal MSME or MSME traditional products in different regions. Comparisons between cases will provide a more comprehensive understanding of marketing transformation patterns and the factors that influence them.

In addition, future research can explore consumer perspectives on the semi-digital marketing of traditional herbal medicine products, particularly related to trust, quality perception, and brand loyalty. The study is important to complement the perspective of business actors and strengthen the basis for marketing decision-making.

From the perspective of the sharia economy, this semi-digital marketing transformation not only contributes to increasing business competitiveness, but also supports ethical, transparent, and benefit-oriented marketing practices, so that it is in line with the principles of sharia-based business sustainability.

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