



## Digital Marketing Business Strategy for Halal Products in Tangerang City: A Case Study of the Seblak Crackers MSME

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### Original Article

### ABSTRACT

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**Introduction.** The Seblak Crackers MSMEs in Tangerang face a number of challenges in leveraging digital marketing to support their business development. One of the main issues lies in the limited understanding of fundamental digital marketing concepts and how to utilize them effectively. This study aims to analyze the impact of digital marketing on halal MSME products among the general public. **Methods.** Using a quantitative descriptive survey approach, data were gathered from ten MSME owners through structured questionnaires designed to measure perceptions of digital marketing effectiveness and halal value integration. The data were analyzed using descriptive statistical techniques involving stages of data reduction, presentation, and interpretation. **Results.** Based on the questionnaire results from the ten respondents, it was found that digital marketing strategies have been effectively adopted, integrated with halal values, and have made a significant positive impact on business performance. The digital strategy has proven to be a catalyst for business growth through: (1) Increased Sales Turnover, (2) Expanded Market Reach with a high level of consensus among respondents, (3) Enhanced Reputation and Quality, and (4) Improved Consumer Trust, where the transparency of halal information on digital platforms emerged as a key driving factor. **Conclusion.** In conclusion, this study demonstrates that digital marketing has a highly effective influence on increasing the sales turnover of halal products.

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## 1. Introduction

The rapid advancement of technology has continuously driven society to move forward in adapting to the evolving times. In this era of Industry 5.0, technological progress has profoundly transformed human life, where most daily activities including product marketing are now conducted digitally (Singh et al., 2022). Marketing plays a pivotal role in determining the success or failure of a business; the extent of a company's growth largely depends on the effectiveness of its marketing strategies (Sulaiman et al., 2024). Among various sectors, the food industry stands out as one of the most vital and enduring fields. Increasing the number of products sold, particularly in the culinary sector, remains essential, as food is a fundamental human necessity. Regardless of economic or technological changes, people will always need food to survive (Chigbu & Nekhwevha, 2021). Food, by definition, refers to consumable substances required by the human body that serve as building materials, sources of energy, and regulators of metabolism. Thus, the quality of food is of great importance, as it can even reflect the social status of a community (Guo et al., 2022).

Beyond its nutritional role, food also represents a cultural identity, reflecting the traditions and heritage of a specific community or region (Raza, 2023). Traditional foods, therefore, are not only a means of sustenance but also embody the local wisdom and creativity of the people who create them (Apriyanto et al., 2024). One such traditional food that has recently gained popularity is *seblak crackers (kerupuk seblak)*. However, Seblak cracker MSMEs in Tangerang face numerous challenges in utilizing digital marketing to advance their businesses. A major issue is the limited understanding of basic digital marketing concepts and how to implement them effectively. Most MSMEs still rely heavily on traditional marketing methods such as local markets or physical events, which only reach a limited audience and provide little measurable feedback.

In addition, these MSMEs often struggle to identify their target audience, resulting in ineffective marketing campaigns that waste advertising budgets with minimal returns. Another significant challenge lies in the lack of skills to create engaging and audience-appropriate advertising content for digital platforms. Irrelevant or unappealing content often diminishes the attractiveness of the product in the eyes of consumers (Ji et al., 2025). Moreover, MSME owners experience difficulties in managing and optimizing their digital advertising campaigns. Their limited understanding of advertising performance metrics prevents them from adjusting marketing strategies based on actual outcomes. Consequently, the full potential of digital marketing remains underutilized, hindering their ability to compete effectively in an increasingly digital marketplace. Evidence from national data further supports this condition. As presented in Table 1, a significant portion of MSMEs in Indonesia have not yet optimized digital platforms for marketing activities.

**Tabel 1. Percentage of MSMEs Utilizing Digital Marketing in Indonesia (2023–2024)**

Category of MSMEs	Using Digital Marketing (%)	Not Using Digital Marketing (%)	Main Challenges Identified
Micro enterprises	27.4	72.6	Limited knowledge, low digital literacy
Small Enterprises	46.2	53.8	Budget constraints, lack of content skills
Medium enterprises	63.5	36.5	Difficulty in optimizing campaigns
<b>Average</b>	<b>41.7</b>	<b>58.3</b>	<b>Inadequate adoption and skills</b>

Source: (Pratama et al., 2024).

The advancement of digital technology over the past five years has driven a profound transformation in product marketing practices, particularly within the MSME sector. Digital marketing is no longer considered an alternative but a strategic necessity for business sustainability in the era of Industry 5.0. Through the utilization of social media and online platforms such as Instagram, TikTok, and digital marketplaces, MSMEs are able to expand their market reach while reducing promotional costs (Fernanda & Hariyanto, 2024). However, digital readiness among Indonesian MSMEs remains constrained by structural challenges, including low digital literacy, limited human resources, and inadequate supporting infrastructure. These barriers have widened the gap between digitally adaptive entrepreneurs and those still dependent on conventional marketing systems (Hokmabadi et al., 2024).

In the context of halal products, digital transformation carries even greater urgency as it involves consumer trust and adherence to Islamic ethical principles. Recent studies reveal that integrating halal values into digital marketing strategies has become a critical differentiating factor in building positive brand image and consumer loyalty (Fachrurazi et al., 2023). Digitalization not only accelerates promotional and transactional processes but also strengthens the transparency of halal information, from raw materials to product distribution. Thus, the fusion of Islamic business ethics and digital technology fosters a marketing model that is both efficient and morally grounded, aligning economic objectives with ethical responsibility.

Furthermore, empirical findings highlight that digital capability, literacy, and infrastructure exert a direct influence on MSME performance. Hokmabadi et al., (2024) identified digital capability as the most dominant factor contributing to productivity and sales growth, while Hasim et al., (2025) demonstrated that halal labeling combined with digital marketing promotion plays a pivotal role in enhancing consumer trust and shaping online purchase decisions. Consequently, strengthening digital competence alongside the implementation of halal marketing principles forms a strategic synergy for MSMEs to adapt and thrive in an increasingly competitive global marketplace.

Overall, the synergy between halal certification, digital innovation, and ethical marketing principles represents a transformative model for contemporary entrepreneurship. It not only strengthens consumer trust and market competitiveness but also upholds the moral and spiritual dimensions of Islamic business practices within an increasingly digital global economy.

The novelty of this study lies in the implementation of digital marketing strategies to promote Seblak crackers a locally produced culinary product from MSMEs in Tangerang City through various digital platforms such as TikTok, Facebook, Instagram, YouTube, WhatsApp, and others. Producers are encouraged to build a strong and collaborative marketing team capable of utilizing live-selling features on platforms like Shopee and TikTok. Furthermore, maintaining a fast response system where orders placed within the day are delivered the same day is essential for improving customer satisfaction and driving higher sales. Through these approaches, the study expects to see a significant increase in the sales turnover of Seblak cracker MSMEs and a corresponding boost in the local economy. As a home-based enterprise, this business not only empowers local residents through employment but also contributes to their income and community welfare. Importantly, Seblak cracker producers are encouraged to obtain halal certification from MUI, as it serves as an effective marketing strategy that enhances consumer trust and product competitiveness.

The urgency of this research stems from the growing importance of digital marketing as a tool for increasing sales performance while keeping pace with the rapidly evolving digital

era. Additionally, the halal aspect of Seblak crackers holds critical significance, as halal-certified food for Muslims is recognized for its high quality and health benefits. The existence of halal labeling and certification not only provides spiritual assurance for Muslim consumers but also fosters confidence and stability for business owners in their production processes. In the context of economic globalization and global markets, halal certification is becoming increasingly essential. Consequently, the halal industry presents immense potential in providing food that is safe, high-quality, nutritious, and healthy. Moreover, the concept of halal industry has been widely adopted not only in Muslim-majority countries but also in several non-Muslim nations, acknowledging that halal products serve as a universal standard of purity, hygiene, and excellence for both Muslim and non-Muslim consumers.

Geographically, Tangerang located in the eastern part of Banten Province is the largest city in Banten and the third-largest in the Greater Jakarta area (Jabodetabek). The city contributes significantly to economic growth, particularly through its culinary sector, supported by a large population and high purchasing power. The local government continues to stimulate this growth by promoting local culinary icons such as Laksa Tangerang, fostering the creative economy, and facilitating MSME development programs, especially in the food sector. Therefore, this study aims to analyze the impact of digital marketing on halal MSME products among the general public, highlighting how the synergy between technology, cultural identity, and Islamic ethics can accelerate the economic empowerment of local communities in Tangerang City.

## **2. Theoretical Framework**

### **2.1 Business Strategy**

A business strategy refers to the formulation and implementation of well-planned actions aimed at achieving organizational goals in producing valuable goods or services. Every business organization should establish a strategy that serves as a guideline for actions to ensure that its vision and objectives can be effectively realized (Sari, 2023). Fundamentally, the main goal of a business strategy is to create a dominant position in market competition. To achieve this, entrepreneurs must be able to develop sustainable competitive advantages (Ali & Anwar, 2021). Thus, a business strategy can be viewed as a series of decisions directed at maintaining and enhancing competitiveness through continuous improvement and innovation (Jordaan, 2022).

Furthermore, marketing strategy is an integral component of the overall business strategy. It involves a planning process that includes designing action steps for marketing products or services and identifying the right target market. In determining the marketing budget, companies need to consider environmental conditions and competitive dynamics to ensure optimal resource allocation. This approach enables businesses to enhance both efficiency and spending effectiveness while strengthening competitiveness in an ever-changing market environment.

### **2.2 Digital Marketing**

Digital marketing is a strategy that businesses can employ to promote their products and significantly enhance their market presence. Digital technology serves as a tool for collecting and sharing information about all aspects of human activity, including business operations. The rapid advancement of technology has enabled entrepreneurs to develop their enterprises more easily, making the use of digital platforms in marketing an inevitable

necessity. Digital marketing can be utilized to determine the appropriate social media platforms, develop effective messages, and decide on promotional strategies (Haque, 2024).

Compared to conventional (offline) marketing strategies, digital marketing offers numerous advantages, particularly in terms of measurement and performance evaluation. It allows business owners to monitor and fulfill consumer needs and preferences more efficiently. Conversely, potential consumers can easily search for and obtain product information through online exploration, thus simplifying the decision-making process. Implementing digital marketing strategies is essential in the era of digitalization, as it enables businesses to achieve objectives more efficiently and accurately (Reggina Wike Anjani, 2023).

Digital marketing strategies involve leveraging digital media and internet-based technologies, particularly social media platforms, to promote products and attract potential customers effectively. Furthermore, for Muslim entrepreneurs, digital marketing should reflect Islamic values through the promotion of halal products and adherence to Islamic principles. Islamic entrepreneurs are expected to embody these values by practicing ethical business conduct rooted in Islamic teachings (Hermawan & Tamaris, 2022; Saharani et al., 2025).

### 2.3 Halal Products

The term *halal* originates from Arabic, meaning permissible, lawful, or in accordance with Islamic law (*sharia*). When associated with pharmaceutical, food, or beverage products, *halal* refers to items that are lawful and permissible for consumption by Muslims (Nurwakhidah, 2017). A halal product is one that has been declared lawful under Islamic law, and halal assurance represents legal certainty that such products comply with Islamic standards, as proven through a halal certification (Handayani et al., 2023).

The Qur'an explicitly prohibits the consumption of certain substances, including carrion, blood, pork, the flesh of animals slaughtered in the name of anyone other than Allah SWT, and intoxicating beverages (*khamr*). Nevertheless, the number of prohibited items is relatively small compared to what Allah SWT has permitted for human consumption. Essentially, everything on earth is considered halal except those explicitly forbidden in the Qur'an and Hadith. Therefore, in general, a halal product can be defined as a product that fulfills the halal requirements as prescribed by Islamic law (Trisakti et al., 2025).

The main criteria for halal products include the following:

- a. They must not contain pork or any derivative of pork.
- b. They must not contain prohibited substances such as human organs, blood, filth, or other impure materials.
- c. All animal-based ingredients must come from animals that are halal and slaughtered according to Islamic ritual procedures.
- d. All facilities for storage, sale, processing, and transportation must not be used for pork or other non-halal substances; if they were previously used, they must be cleansed in accordance with Islamic purification rules.
- e. All food and beverages must be free from *khamr* (intoxicating substances).

Halal certification serves as a crucial initial step for entering the halal product market in Indonesia. This certification process ensures that every stage of production from raw material selection to manufacturing meets halal standards. The process involves rigorous audits and supervision, thereby increasing consumer confidence (Wardi, 2019). For businesses, possessing halal certification can also be a competitive advantage. It is not only about compliance with religious regulations but also about meeting higher expectations of quality

and safety. Halal certification enhances a company's credibility and broadens its consumer base (Tenriyati & Alimuddin, n.d.; D. Prasetyo, 2025; Kholid Murtadlo, 2021; Yulianti & Asyari, 2025; Fedianty Augustinah et al., 2022).

### 3. Methods

This study applied a quantitative descriptive survey method aimed at identifying the impact of digital marketing strategies on the performance of halal-based MSMEs in Tangerang City. The quantitative design was selected because it enables the researcher to measure respondents' perceptions numerically and to describe general trends within the population under study.

The research involved ten owners of Seblak cracker MSMEs operating in Tangerang City, Banten Province, Indonesia. Data were collected through a structured questionnaire containing items that reflected three key dimensions: (1) digital marketing strategy, (2) halal product integration, and (3) business performance impact. The questionnaire adopted a five-point Likert scale ranging from *Strongly Disagree (1)* to *Strongly Agree (5)* to assess respondents' levels of agreement with each statement.

The collected data were analyzed using descriptive statistical techniques, focusing on frequency distribution, percentage, and mean score interpretation to identify general patterns and dominant responses. These statistical outputs were then interpreted to reveal how digital marketing contributes to improving sales turnover, market reach, product quality, and consumer trust. This methodological approach allows for an objective and measurable description of how Seblak cracker MSMEs utilize digital platforms while integrating halal values to enhance their competitiveness and sustainability in the digital economy.

### 4. Results and Discussion

This research employed a structured questionnaire distributed to ten respondents, all of whom were owners of Seblak cracker MSMEs operating in Tangerang City, Banten Province. These respondents were selected using a purposive sampling technique, focusing on business owners who had been operating for at least two years and were actively engaged in online or offline sales of halal-certified products. The study aimed to capture their perceptions of how digital marketing strategies influenced their business development and halal product promotion.

In adapting to the demands of the digital era, these MSME actors have undergone significant transformation, particularly in their marketing practices. Most respondents reported utilizing social media platforms such as TikTok, Facebook, and WhatsApp as their primary digital marketing channels to attract potential consumers and interact directly with customers. Furthermore, several MSMEs had established partnerships with online food delivery marketplaces such as Go-Food, Grab-Food, and Shopee-Food, which facilitated broader market access and increased sales convenience.

The implementation of these digital strategies has yielded tangible outcomes. Respondents consistently noted a notable increase in monthly sales turnover and a wider market reach beyond their local area. Additionally, most business owners actively utilized customer feedback obtained through online reviews and chats as a valuable source of insight for refining product quality, improving packaging, and enhancing consumer satisfaction. These findings reflect the growing digital adaptability of MSMEs while emphasizing the crucial role of marketing innovation in sustaining halal product competitiveness within Tangerang's local economy.

#### 4.1 Result

The following are the summarized results from the questionnaire distributed to ten owners of *kerupuk seblak* MSMEs in Tangerang City:

##### 1. Focus: Digital Marketing Strategy

- a. Content Routine: Most respondents (60% Strongly Agree, 40% Agree) consistently stated that they produce visual content for *kerupuk seblak* at least three times a week. This finding reflects a high level of activity and awareness regarding the importance of regular updates on social media platforms to maintain audience engagement.
- b. Utilization of Video Features: There was a very positive response to the use of interactive video features. The majority of respondents (60% Strongly Agree, 30% Agree) reported using live streaming or short videos (such as Reels or TikTok) for cooking demonstrations and product reviews. This indicates an effective adoption of video-based marketing trends that enhance product visibility and consumer interest.
- c. Use of Paid Advertisements: Although responses to this item were slightly more varied, the overall tendency remained positive. Most respondents (60% Agree, 20% Strongly Agree) utilized paid advertising features (Ads), suggesting their willingness to invest in enhancing digital visibility. Meanwhile, 20% of respondents selected Neutral, possibly due to limited budget or experience in managing paid promotions.
- d. Customer Responsiveness: All respondents (100%) Strongly Agreed that they respond quickly and courteously to customer questions and comments on social media. This absolute consensus indicates that *kerupuk seblak* MSMEs highly prioritize interactive communication and excellent customer service as integral components of their digital marketing strategies.

##### 2. Focus: Halal Products

The three items measuring the halal product focus within the digital marketing strategy revealed a remarkably high level of awareness and compliance among *kerupuk seblak* MSME owners. The questionnaire results showed a predominantly positive tendency, with most respondents selecting Strongly Agree.

- a. Inclusion of Halal Information/Logo: An overwhelming majority nine out of ten respondents (90%) selected Strongly Agree, while the remaining 10% chose Agree. These findings confirm the MSMEs' strong commitment to consistently include halal information or logos in every digital promotional content. This practice highlights that legality and halal assurance are viewed as crucial elements in building consumer trust and brand credibility.
- b. Emphasis on Halal Ingredient Quality; Responses to this item were equally strong, with 80% selecting Strongly Agree and 20% Agree. This demonstrates that promotional content not only displays the halal logo but also actively emphasizes and communicates the quality and verified halal status of the ingredients used. Such a strategy effectively alleviates consumer concerns while reinforcing the product's value proposition in the halal food market.
- c. Communication Regarding Halal Status; The interactive communication aspect showed unanimous agreement. All respondents (100%) Strongly Agreed that they are always willing to provide detailed explanations to customers who inquire about the halal status of the products via online chat. This consensus underscores the transparency and readiness of business owners to address sensitive consumer questions, thereby strengthening the brand image as a trustworthy provider of halal food products.

### 3. Focus: The Impact of Digital Marketing

The results for this dimension revealed that digital marketing strategies implemented by *kerupuk seblak* MSMEs have made a substantial and positive contribution to business growth. Every item received strong support, predominantly in the *Strongly Agree* category.

- a. Increase in Sales Revenue; Nine out of ten respondents (90%) Strongly Agreed that the adoption of digital marketing strategies has successfully increased their monthly sales revenue, while the remaining 10% Agreed. This confirms that digital platforms serve not merely as a trend but as a key driver of financial performance improvement among *kerupuk seblak* MSMEs.
- b. Market Expansion; All respondents (100%) Strongly Agreed that digital strategies have expanded their market reach both geographically and demographically. This perfect consensus suggests that digital platforms, particularly marketplaces and social media, have effectively dissolved the geographic boundaries that once limited traditional marketing efforts.
- c. Routine Feedback Reception; Eighty percent of respondents Strongly Agreed and 20% Agreed that they routinely receive customer feedback in the form of reviews or ratings through digital platforms. This reflects a high level of consumer engagement and willingness to share user experiences, which are valuable for continuous business evaluation.
- d. Utilization of Feedback for Improvement; Responses were overwhelmingly positive: nine out of ten respondents (90%) Strongly Agreed, while 10% Agreed that they actively use customer feedback as a foundation for product refinement and innovation. This finding shows that MSME owners view feedback not just as criticism but as a strategic resource for improving quality and competitiveness.
- e. Increased Consumer Trust; Similar to the market expansion variable, all respondents (100%) Strongly Agreed that transparent communication regarding halal information on digital platforms has increased consumer trust in their brands. This illustrates that emphasizing halal values and transparency in information creates significant reputational advantages, reinforcing brand loyalty and customer confidence.

### 4.2 Discussion

The findings of this study reveal that the implementation of digital marketing strategies has become a crucial factor in strengthening the competitiveness of *Seblak cracker* MSMEs in Tangerang City. Business owners have shifted from traditional promotional systems to digital platforms such as TikTok, Facebook, and WhatsApp to reach consumers more efficiently (Effiong et al., 2025). This transformation occurred as MSME owners realized that consumer behavior has shifted toward digital interaction, where speed, accessibility, and convenience are key factors influencing purchasing decisions. These findings are consistent with Prasetyo (2023) who emphasized that digital marketing plays a strategic role in enhancing business performance and competitiveness among MSMEs in the era of Industry 5.0.

Furthermore, the results indicate that social media platforms are not only used for promotion but also function as tools for building social relationships and emotional connections with consumers. Through interactions in digital spaces such as private messages, reviews, and comments, MSME owners can better understand customer preferences and improve product quality based on direct feedback. This process creates a participatory relationship between producers and consumers, where customers act as co-

creators in product development. Such findings correspond with Setiawan et al., (2025), who found that digital capability and business responsiveness directly influence MSME growth and sustainability.

Another significant finding is the integration of halal values into digital marketing strategies. Respondents consistently included halal information in every promotional content they published, either in the form of logos or ethical narratives that reinforce their commitment to sharia-compliant products. This practice represents not only religious adherence but also an effective branding strategy that enhances consumer trust. In line with Fianto & Shah (2025), incorporating Islamic ethical values into digital marketing practices strengthens consumer loyalty and moral brand perception, as customers feel both spiritually and morally assured about the products they consume.

The study also found that transparency in halal information on digital platforms serves as a key factor in fostering public trust in MSME products. Respondents acknowledged that openness regarding halal status, raw materials, and production processes increases consumer confidence and loyalty. This finding supports Rosyid et al., (2023), who observed that the combination of halal labeling and digital promotion positively influences online purchasing decisions among consumers in Greater Jakarta. Therefore, integrating halal assurance with digitalization creates a marketing strategy that is not only efficient but also ethical and spiritually grounded.

In addition to strengthening consumer trust, digital marketing strategies have also improved cost efficiency and expanded market access. Many MSME owners reported increased sales after partnering with online food delivery platforms such as GoFood, GrabFood, and ShopeeFood. These collaborations allow Seblak cracker products to reach customers beyond Tangerang without significant additional operational costs. This aligns with Syakirunn'iam et al., (2025), who emphasized the importance of synergy between digital technology and online distribution networks in expanding the accessibility of halal products in domestic markets.

The study further highlights the growing awareness among MSME owners of the importance of digital literacy. Some business owners initially struggled to manage social media accounts and interpret advertising metrics, yet gradually learned through experience and participation in online business communities. This learning process shows that digital adaptation is not merely a change in tools but a transformation in business mindset and management practices. Abdi et al., (2022) argued that MSME digital readiness is largely determined by learning capability and openness to innovation, rather than infrastructure alone.

Finally, the findings underscore that digital marketing integrated with halal values can serve as a sustainable business model for MSMEs. Digital transformation not only yields economic benefits such as increased sales and market reach but also strengthens the moral and social identity of entrepreneurs. This demonstrates that digital marketing serves a dual function as an economic driver and as a medium for promoting Islamic ethical values within modern business contexts. Hence, halal-based digital marketing strategies not only generate material profit but also contribute to the creation of a more moral, inclusive, and equitable business ecosystem.

## 5. Conclusion

This study concludes that the integration of digital marketing practices within halal MSMEs has become a decisive factor in enhancing business performance and market competitiveness. Seblak cracker entrepreneurs in Tangerang City have demonstrated that shifting from traditional to digital promotional strategies through platforms such as TikTok, Facebook, and WhatsApp has effectively expanded market reach, improved consumer engagement, and strengthened brand credibility. The inclusion of halal values in online marketing content further amplifies consumer trust, providing both economic and ethical value to the business. In essence, digital marketing serves not only as a technological tool but also as a transformative medium that reinforces halal identity, transparency, and moral responsibility in the digital economy.

While the findings provide meaningful insights, this study is limited by its relatively small number of respondents, involving only ten Seblak cracker MSME owners within Tangerang City. Consequently, the data may not fully represent the diverse characteristics and digital maturity levels of halal MSMEs across other regions in Indonesia. Additionally, the study focused primarily on the perceptual aspects of digital marketing impacts rather than using quantitative performance indicators such as revenue growth, customer retention rate, or digital engagement analytics. These limitations may influence the generalizability of the findings and call for broader research scopes in future studies.

Future research is encouraged to involve a larger and more diverse sample of halal MSMEs from multiple regions to gain a more comprehensive understanding of digital marketing's role in the halal economy. Incorporating mixed-method approaches combining survey data with in-depth interviews or digital analytics could also provide deeper insights into how specific online marketing strategies influence consumer behavior and business performance. Practically, MSME owners are advised to continuously enhance their digital literacy, utilize social media analytics, and maintain consistent halal transparency in their marketing communications. Policymakers and Islamic economic institutions are likewise encouraged to develop training programs and digital infrastructures that support MSMEs in adopting ethical, efficient, and competitive digital marketing practices in the global marketplace.

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