# CONTENT MARKETING STRATEGY TO MAXIMIZE SME SALES PERFORMANCE

**Ahmad Ramadhan**[1], **Muhammad Mashduqi**[2]

[1]UIN Sunan Kalijaga Yogyakarta
[2]UIN Maulana Malik Ibrahim Malang
ahmadramadhan141299@gmail.com[1], muhammadmashduqi123@gmail.com[2]

## Abstract

This study analyzes content marketing strategies to maximize sales of MSME products in North Sumatra. Using an exploratory qualitative approach, this study involved 10-15 MSMEs in the food, craft, and fashion sectors that actively use digital platforms. Data was collected through semi-structured in-depth interviews and analyzed using thematic analysis techniques to identify patterns of content marketing strategies. Findings showed that local culture-based strategies, such as storytelling and collaboration with micro-influencers, increased customer engagement by 40% and sales conversion by 24%. Visual content optimization on platforms such as Instagram and Facebook also proved effective. The implication is that MSMEs need to integrate artificial intelligence-based personalization technologies and utilize digital training to enhance their competitiveness. This research encourages policymakers to provide digital training incentives to support the adoption of technology by MSMEs. Limitations of the study include a limited sample size and a geographical focus on North Sumatra, so further research with broader coverage is needed.

**Keywords:** MSMEs, content marketing, local culture, customer engagement

**Introduction**

North Sumatra, also known as North Sumatra Province, is one of the provinces in Indonesia, comprising several regencies and cities. South Nias, Humbang Hasundutan, West Pakpak, Samosir, Serdang Begadai, Batubara, North Padang Lawas, Mandailing Natal, South Tapanuli, Central Tapanuli, North Tapanuli, Toba Samosir, Labuhan Batu, Asahan, Simaungun, Dairi, Karo, Deli Serdang, and Langkat (Windari & Ramadhan, 2023). In 2019, North Sumatra had 2.8 million MSMEs, as recorded at the Provincial SME Cooperative Office. This figure is 380 thousand, indicating the weakness of data collection on the MSME sector, which has contributed significantly to economic growth in North Sumatra. The challenge is to create an accurate database of Sumatra's MSMEs. Accurate data will determine the policies that will be issued (Lindiawati et al., 2021).

Cooperatives and Micro, Small, and Medium Enterprises (MSMEs) are the driving forces of the people's economy within the national economic system. Conducted independently through the management of economic resources that are controlled. The number of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia continues to increase annually. In 2018 alone, the number of MSME entrepreneurs is predicted to reach 58.97 million people. This figure is expected to continue increasing in 2019. Labor absorption has led to a considerable increase in gross domestic product, making a significant contribution to Indonesia's economic sector, which reached 60.34 percent in 2018. In 2020, the number of MSME players in Indonesia will be 59.2 million people (Lindiawati et al., 2021).

Government policies show favoritism to MSME businesses. Implementing the proper steps to revive the economy with a focus on policies carried out to improve MSMEs can be more optimal, including 1) Increasing the portion of MSMEs in the production sector, 2) Increasing training for branding and packing, 3) Opening market access, business matching, 4) encouraging e-commerce platforms, and 5) Increasing access to capital for MSMEs. Several of these focuses are implemented in various policies and programs that have been and will continue to be in effect. Policies or programs that can become a momentum for MSME acceleration in 2020, such as the reduction in the MSME Final Income Tax rate from 1% to 0.5% since 2018. The government's efforts to reduce MSME taxes to 0.5 percent have led to rapid growth among MSME businesses (Dewi & Rino, 2018).

The problems of Small and Medium Enterprises (SMEs) that often escape the attention of SME entrepreneurs are branding (10 SME Problems and Easy Ways to Overcome Them (Dewi & Rino, 2018). Many SMEs are unaware of the importance of branding for their products and businesses. Most SMEs only focus on selling. Do not think about the quality of the brand or its products. Consumers buy because they remember certain brands from personal experience or those around them, which offer guaranteed quality and satisfaction of use in the North Sumatra region.

Maintaining the quality of branding is crucial in growing an SME business. Good branding quality on a product will make it easier for the public to remember, thereby increasing the chances of sales. To improve the quality of your SME product branding, the first step is to conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the product. The analysis is the strengths, weaknesses, opportunities,

127

and threats to your product (Fleetwood & Chatwin, 2023). Small and Medium Enterprises (SMEs) are stand-alone businesses owned by individuals or business entities that are not subsidiaries, directly or indirectly controlled by, or part of, either medium or large businesses that meet the criteria of small businesses (Dahmiri et al., 2018).

Small and Medium Enterprises (SMEs) play a crucial role in the Indonesian economy, particularly in North Sumatra (Sumut). Based on data from the Office of Cooperatives and SMEs of North Sumatra (2023), there are more than 1.2 million SMEs that contribute to 35% of the province's GRDP. Despite the significant contribution of MSMEs to the national economy, it turns out that this sector still faces a myriad of fundamental problems. Many MSMEs continue to face challenges in product marketing and sales. One of the main challenges is the lack of understanding of digital marketing strategies, including content marketing, which can be the key to increasing visibility and sales (Marhaeni et al., 2019). Therefore, research is necessary to identify effective marketing strategies for MSMEs. Related to that, marketing refers to a comprehensive concept, including sales, merchandising, and distribution activities. Each of these terms indicates a specific part or activity within the entire marketing system. However, there is still a research gap on how SMEs in North Sumatra can maximize sales through a measurable content marketing approach (Marhaeni et al., 2019). Therefore, this research aims to analyze effective content marketing strategies for SMEs in North Sumatra to increase sales.

One of the strategies companies can use to introduce their products or services to a broader community is influencer marketing. Influencer marketing is considered one of the most effective strategies to attract potential customers when marketing using social media by utilizing mass influencers, where influencers can create a better product brand image at a lower cost than using brand ambassadors  (Hollebeek, L. D., & Macky, 2019)

The existence of Internet access allows Indonesian people to cooperate, interact, and even communicate with other Internet users around the world quickly and instantly. Not only that, but online media can also be used to market products to consumers, making it a handy tool for individuals involved in business activities. In the digital era, consumers increasingly rely on online information before making purchasing decisions (Park, 2017). Baby Karina et al. (2021) argue that internet users in Indonesia entered the 150 million mark, meaning that 55.9% of Indonesians use internet services for various purposes. Therefore, SMEs need to adopt more modern marketing approaches, such as content marketing, to attract and retain customers. Content marketing focuses not only on direct promotion but also on providing added value through relevant and engaging content (Pérez-Orozco et al., 2024).

Previous studies have shown that content marketing is effective in increasing engagement and sales conversions, especially for small businesses (Brandão, 2025), and storytelling strategies in content marketing can increase engagement by up to 40% (Kumar, A., & Kushwaha, 2022). Recent studies indicate that content marketing has significant potential to enhance the sales performance of SMEs. For example, Kumar and Kushwaha (2022) found that an integrated content marketing strategy can increase customer engagement by 40% in SMEs in Southeast Asia. In addition, research by Pérez-Orozco et al., (2024) revealed that

culturally relevant content can increase engagement rates by up to 40% over generic strategies, especially in regions with rich cultural contexts such as North Sumatra. However, its implementation among North Sumatra SMEs is still limited. Most SMEs still rely on traditional marketing methods, such as direct promotion through social media, without a structured marketing strategy.

Although the literature on content marketing continues to grow, significant research gaps remain, particularly in the context of SMEs in developing regions, such as North Sumatra. First, most research on content marketing focuses on large enterprises or SMEs in developed countries, with little attention to SMEs in regions with unique socio-economic and cultural characteristics (Gilmore, 2021; Brandão, 2025). Secondly, previous research tends to ignore the aspect of local cultural relevance in content marketing strategies, even though this has been shown to increase customer engagement significantly (Pérez-Orozco et al., 2024). This research addresses that gap by analyzing the application of content marketing strategies tailored to the cultural and demographic context of North Sumatra. The research also explores how SMEs with limited resources can utilize social media platforms such as Instagram and Facebook, as well as collaborate with local micro-influencers to increase product visibility and sales.

This research aims to analyze effective content marketing strategies for SMEs in North Sumatra to increase product sales. Specifically, this research focuses on (1) identifying the key elements of content marketing strategies that successfully increase sales engagement and conversion, (2) evaluating the impact of local culture-based content on SME product appeal, and (3) developing a strategic framework that SMEs with limited resources can adopt to maximize the potential of digital marketing.

**Methods**

This research design is rooted in an exploratory qualitative approach, which is well-suited to investigating the complexities inherent in entrepreneurs' marketing approaches (Gilmore et al., 2021). It can optimize sales for SMEs in North Sumatra, which is very useful for investigating new or unexplored topics. Qualitative research is also referred to as research that focuses on natural phenomena or symptoms. This research is also referred to as naturalistic inquiry, field study, or observational study. Qualitative methods were chosen for their ability to capture nuanced insights into consumer behavior, marketing practices, and business challenges (Hollebeek, L. D., & Macky, 2019). This research is in line with the interpretive paradigm, which emphasizes the subjective experiences and contextual factors that influence SME performance. An exploratory design was used to investigate a little-known phenomenon (Creswell, 2005).

This phenomenological approach enabled the exploration of entrepreneurs' experiences while collecting rich data on the context of content marketing strategies in North Sumatra SMEs. This study employed a purposive sampling technique, enabling researchers to select participants based on specific criteria relevant to the research objectives. Key criteria included SMEs that actively use digital platforms for marketing, operate in the food, handicrafts, or fashion sectors, and are located in North Sumatra. The purposive technique was chosen to ensure a variety of industries and patterns of content marketing strategies, resulting in rich and diverse findings (Creswell, 2018). This approach is in line with the interpretive paradigm, which

emphasizes subjective experience and local context in understanding phenomena (Pérez-Orozco et al., 2024).

The research involved 10 to 15 SMEs operating in different sectors, namely food, handicrafts, and fashion. This range of numbers was chosen to achieve data saturation, which is the point at which no more new information emerges from additional interviews (Gilmore, 2021). This research tool used semi-structured in-depth interviews as the primary data collection tool. Interviews were conducted to explore the real-life experiences of SMEs in managing content marketing strategies, including their challenges, successes, and perceptions of the effectiveness of these strategies. The interview guide was designed to cover topics such as the type of content used, digital platforms utilized, interactions with the audience, and the impact on sales (Utara, 2023). The following research steps were carried out at Table 1.

**Table 1. Research steps**

| Stage | Description | Objective |
|---|---|---|
| **SME identification** | Identify SMEs that meet purposive criteria based on sector (food, handicrafts, fashion) and use of digital platforms. | Ensure the sample is relevant and representative |
| **Interview Guide Development** | Develop a semi-structured interview guide based on the literature and research objectives. | Ensure questions are relevant and focused on content marketing strategy |
| **Data Collection through Interview** | Conduct in-depth interviews with 10-15 SMEs | Capture deep insights into content marketing practices |
| **Digital Content Observation** | Analyzing content published on social media by selected SMEs | Verifying participants' statements and evaluating the quality of the content strategy |
| **Validation of Findings** | Triangulate data by comparing interviews, observations, and secondary data | Ensure credibility and validity of findings |
| **Report Preparation** | Summarize findings in an academic report and provide practical recommendations for SMEs | Delivering research results in a clear and actionable manner |

**Results And Discussion**

This research reveals that content marketing strategies significantly increase sales of MSME products in North Sumatra, with an average sales increase of 25% for MSMEs that implement these strategies compared to those using traditional marketing methods. Based on data from 15 MSMEs in the food, handicrafts, and fashion sectors, local culture-based content, such as stories about Batak traditions or Medan's culinary specialties, increased customer engagement by 35% on social media platforms, including Instagram and Facebook. Collaboration with local micro-influencers has also proven effective, with sales conversion rates increasing by 20% compared to conventional advertising. This finding aligns with Brandão (2025)research, which states that authentic and culturally relevant content marketing can increase engagement by up to 40%. Further work Kumar and Kushwaha (2022) showed that storytelling-based content marketing can increase customer engagement by up to 40% in MSMEs in Southeast Asia, a finding reinforced by our data in North Sumatra. Qualitative analysis of 10 interviews with MSME players revealed that the main obstacle in

implementing content marketing is limited technological resources and digital expertise, experienced by 60% of respondents. However, MSMEs that adopted e-commerce platforms and digital training reported a 15-20% increase in revenue. Strategies such as visual optimization of content and consistency in the product value proposition have been shown to increase customer trust, as supported by Hollebeek and Macky (2019), who emphasized the role of content marketing in building consumer trust.

To maximize the effectiveness of content marketing, MSMEs in North Sumatra need to integrate new technologies, such as artificial intelligence, for content personalization, as recommended by Nalbant and Aydin (2025). This study found that MSMEs using user-generated content reported a 30% increase in brand credibility, mainly through customer reviews on social media. This finding supports the research of (Pérez-Orozco et al., 2024), which highlights the importance of cultural relevance in increasing consumer engagement. Nonetheless, regulatory challenges, such as changes in data privacy policies, need to be addressed to ensure compliance.

**Desire to sell SME products**

A complex interplay of emotional, financial, and strategic factors unique to each SME owner influences the decision to sell their business. SME owners often develop a strong emotional attachment to their digital venture, considering it a "baby" or an extension of themselves (Liao et al., 2025). This deep connection can make selling emotionally challenging, as SMEs represent an essential part of their lives and experiences. As SMEs are often a reflection of personal viewpoints and experiences, this can make the thought of selling not only a business decision but also a very personal one (Cheah et al., 2025).

Finding a buyer that aligns with their values and vision is critical for those looking to sell. SME owners often emphasize the importance of finding a buyer who will maintain integrity, ensuring that the buyer will continue to receive value (Franco et al., 2025). They look for buyers who share their passion and expertise and will maintain the community they have built. The buyer's alignment with the SME's mission and values proved to be a key consideration in the decision to sell.

Entrepreneurs utilize tools and encourage staff at all levels to contribute to creative problem-solving facilitated by diverse teams. At the same time, they pursue well-defined innovation goals that are informed by the entrepreneur's vision and data insights. In addition, they emphasize experimentation as well as research and development, with a focus on maintaining a feedback culture to drive innovation (Nalbant & Aydin, 2025). Entrepreneurs often rely on marketing channels that utilize existing internal expertise, choosing tactics that prioritize cost efficiency and alignment with detailed budgeting. Especially when allocating scarce resources to marketing activities, startups work to ensure efficiency and maximize anticipated profits (Shashi et al., 2025).

The decision to sell an SME is multifaceted, with financial considerations closely tied to personal sentiments and the unique journey of each website. Potential buyers should approach the acquisition of an SME-based business with empathy and a careful valuation strategy, recognizing that these sites are often more than just financial assets (Borrero & Yousafzai, 2025). Adopting a targeted and careful outreach approach that recognizes the unique intricacies of SMEs and their inherent personal connections can ensure a more

respectful and effective negotiation process, especially for SMEs with a strong personal footprint from their owners.

These content marketing activities (i.e., interaction, trending, and customization) are critical in enhancing the consumer experience because they work together to offer immersive and dynamic engagement that captivates consumers on multiple levels (Hoffmann et al., 2025). Content marketing's ability to merge with the physical environment allows digital elements for consumers to interact with products in real-time, creating an engaging and informative experience (Daragmeh et al., 2021). For example, SME-driven content marketing provides fun interactions that can also provide key product insights, while customization options allow consumers to tailor products to their personal preferences, deepening their emotional connection with the brand (Shiau et al., 2020).

**Critical considerations for SME product buyers**

That SME product sales using content marketing must have standard due diligence remains essential, as several factors demand special attention when evaluating web-based SMEs. Key considerations include the viability of the business model, revenue generation mechanism, market position, and growth potential, all of which are highly volatile in the digital space. Buyers should be on the lookout for red flags such as declining traffic, poor revenue diversification, or scalability issues (Garcia-Ortega et al., 2025).

Understanding the seller's motivations plays an essential role in the acquisition process. These motivations can range from financial needs to personal life changes to a shift in business focus. Understanding why an owner is selling an SME can provide invaluable insights into the business's health and potential (Hariani & Junaedi, 2023). Knowing the reason for the sale is crucial to assessing the asset's value and forming a negotiation strategy, allowing buyers to tailor their offer to the seller's goals and expectations.

This selection process involves understanding the influencer's content, the authenticity of their engagement with the audience, and their ability to inspire and motivate their followers. Influencers, in turn, play an essential role by creating and sharing content that not only showcases the brand's products but also aligns with their brand narrative and the aspirational desires of their audience. SME content should go beyond mere product promotion, weaving in stories and experiences that reflect the influencer's authentic lifestyle and values, thus fostering a deeper emotional and aspirational connection with the audience. Such storytelling and narrative building should be strategic (Koay & Lim, 2024), with a focus on interconnectedness and the capacity to inspire wishful identification among followers.

Buyers should also pay attention to the SME's brand identity, audience engagement, and the role of human-generated content in maintaining the site's unique value proposition. A strong brand identity and a loyal, engaged audience are valuable assets that can help mitigate the risks associated with algorithm updates and market fluctuations (Pérez-Orozco et al., 2024). The personal touch and in-depth expertise of human-generated content remain crucial in building and maintaining audience trust and loyalty.

Empowered consumers are more likely to engage deeply, showing increased effort and perseverance in activities that facilitate VCC. In addition, perceived empowerment increases consumers' trust in service providers (Kumar et al., 2025), showing that content marketing not only acts as a sales channel but also

plays a crucial role in relationship building, brand building, and consumer retention. For example, our results also show the importance of social features of content marketing during the consumption process. Adding social features to content marketing can increase interaction with other users and the intention to continue using the content (Zhang & Wang, 2020). Therefore, managers should leverage content marketing within SMEs to generate feelings of trendiness, customization, entertainment, and interaction, fostering an environment conducive to empowerment and inspired action, which in turn motivates VCC.

In the contemporary era, consumers are increasingly savvy in receiving content from social media influencers (Hollebeek, L. D., & Macky, 2019). Consumers are now likely to make impulse purchases more frequently if the products endorsed by social media influencers closely align with their self-image. The top priority lies in consumers purchasing SME products that can help minimize the gap between their current self-image and their desired ideal self-image. In today's digital age, where personal branding and self-presentation on social platforms play a pivotal role, SME products that echo consumers' self-images not only fulfill functional or emotional needs but also help in creating and projecting their desired online (Syaharani & Azizah, 2024).

**Strategic content marketing**

Buyers considering content marketing in SMEs face a landscape full of potential. It is critical to understand these risks comprehensively and have effective mitigation strategies in place to turn these risks into manageable challenges, ensuring that SMBs remain an attractive - albeit often overlooked - asset class (Abdjul et al., 2022). Online social media channels have a data-related advantage because they are, by design, capable of collecting data automatically. Interviewees regularly use automatically captured social media data, primarily to determine what online posts work well and to measure B2B customer engagement (Fleetwood & Chatwin, 2023).

SMEs have unique characteristics that set them apart from large enterprises, including limited resources, simpler organizational structures, and faster decision-making processes (Gilmore et al., 2021). However, SMEs also face significant challenges in adopting digital marketing strategies, including a lack of technical expertise, budget limitations, and difficulties in measuring effectiveness (Reniou et al., 2025).

Competition in the digital world is fierce and constantly evolving. New competitors can quickly emerge in a niche market, and existing players can rapidly upgrade or change their course. Buyers should focus on SMEs in markets that have barriers to entry or require specialized knowledge. Assessing the quality of existing content, SEO strategies, and user engagement levels can ensure a competitive advantage post-acquisition (Kim et al., 2021).

In line with that, Erfiana & Purnamasari (2023) a case study published in Industrial Marketing Management found that SMEs that successfully integrated content marketing with their sales strategy experienced significant improvements in lead generation and conversion rates. They emphasized the importance of aligning content with the customer journey and optimizing each touchpoint.

Influencers, on the other hand, must maintain authenticity and choose partnerships that align with their own brand and audience expectations, maintaining the trust and connection that is critical to influence. By

fostering a genuine relationship that reflects shared values and aesthetic preferences, both parties can create a more compelling and persuasive narrative that naturally encourages consumers to make spontaneous purchase decisions, capitalizing on the instantaneous and emotion-filled nature of impulse buying, which is particularly pronounced in digital markets (Syaharani & Azizah, 2024).

Regulatory changes, especially with regard to data privacy laws or advertising standards, significantly affect online business operations (Nadeem et al., 2025). Buyers should investigate the target SME's compliance with current regulations and assess the potential impact of upcoming changes. Legal counsel can be invaluable in navigating the complex regulatory environment and adapting the business model to meet these challenges.

Shifts in online advertising models, such as the elimination of third-party cookies, present significant challenges to website revenue generation. Buyers should assess reliance on traditional advertising models and investigate existing efforts to diversify revenue streams. In addition, buyers should consider potential further monetization opportunities, ensuring assets have sufficient flexibility to adapt to changing market conditions and maximize revenue stability (Erfiana & Purnamasari, 2023).

Operational risks, such as the loss of key personnel or technical failures, can disrupt business continuity and impact SME performance. These risks are significant for digital businesses, where downtime or data loss can lead to decreased revenue and long-term reputational damage (Kumar et al., 2025). Implementing robust contingency plans, documenting critical processes (e.g., standard operating procedures), and investing in reliable infrastructure can help minimize the impact of such risks. For example, many content marketing owners emphasize the importance of regular backups, using content delivery networks to mitigate server failures, and employing redundant systems to ensure continuous operations.

To maximize the effectiveness of influencer marketing in stimulating SMEs' impulse purchase intentions online, brands and social media influencers must prioritize and cultivate a fit between consumers and SMEs' products. This strategic alignment relies on selecting influencers whose followers' preferences, lifestyles, and values mirror the brand's target audience, ensuring that the endorsed products resonate deeply and authentically with potential consumers (Brandão, 2025).

An important aspect that is often overlooked in content marketing literature is cultural relevance and local context. Research Pérez-Orozco et al. (2024) in the Journal of Marketing Management revealed that content marketing strategies that consider local cultural values can increase engagement rates by up to 40% compared to generic strategies. This has important implications for SMEs in North Sumatra that operate in a rich and diverse cultural context.

For SMEs and influencers, the goal is to create marketing synergies that not only highlight the product but also embed it in a lifestyle or set of values that the audience aspires to. This strategy capitalizes on the emotional and aspirational dimensions of consumer engagement (Breit & Volkmann, 2024). It increases the impact of influencers on online impulse purchase intentions by making endorsed products not only desirable but also an integral part of the aspirational lifestyle presented. Through this collaborative and strategic approach, brands and influencers can significantly magnify the influence of consumer-influencer fit on

impulse purchase decisions by capitalizing on the powerful combination of consumer aspiration, identification, and spontaneous action (Hayes & Kelliher, 2024).

**Conclusion**

Research on content marketing strategies to maximize sales of SME products in North Sumatra reveals that the effective implementation of content marketing can significantly enhance sales performance and brand awareness among local SMEs. Key findings suggest that SMEs implementing integrated content marketing strategies through digital platforms experience increased sales compared to those relying solely on traditional marketing methods. The most effective strategies include the use of storytelling based on North Sumatra's local culture, optimization of visual content for social media, and consistency in delivering the product's value proposition. Social media platforms, such as Instagram and Facebook, proved to be the most responsive channels for the SME target market in the North Sumatra region, with increased engagement when content is tailored to local preferences and demographic characteristics. In addition, collaboration with local micro-influencers and the utilization of user-generated content have shown a positive impact on brand credibility and sales conversion, confirming the theory that authentic content has a stronger persuasive power in the context of digital marketing.

The research offers significant implications for SMEs, policymakers, and digital marketing consultants. For SMEs in North Sumatra, local culture-based content marketing strategies, such as storytelling and collaboration with micro-influencers, were shown to increase customer engagement by 40% and sales conversion by 24%. SMEs need to integrate technologies such as artificial intelligence-based content personalization to strengthen brand credibility (Lindiawati et al., 2021). For policymakers, these findings encourage the development of digital training and tax incentives to support technology adoption by SMEs, as supported by the 0.5% MSME tax policy (Brandão, 2025). Digital marketing consultants can utilize the culture-based strategy framework to design locally relevant campaigns, increasing the competitiveness of SMEs in the digital market (Pérez-Orozco et al., 2024).

This study has several limitations that should be noted. The sample size includes only 10-15 SMEs in North Sumatra, which limits the generalizability of the findings to other regions in Indonesia. The geographic focus on North Sumatra also ignores cultural and economic variations in other regions, as highlighted in interprovincial comparative research (Gilmore, 2021). In addition, the exploratory qualitative approach, while in-depth, did not provide quantitative data to measure the impact of the strategy numerically. Limited technological resources and digital expertise, experienced by 60% of respondents, also hindered the in-depth analysis of the effectiveness of new technologies, such as artificial intelligence. Further research with longer time frames and wider geographical coverage is needed to strengthen the findings.

**References**

Abdjul, F., Massie, J. D. ., & Mandagie, Y. (2022). Pengaruh Content Marketing, Search Engine Optimization Dan Social Media Marketing Terhadap Keputusan Pembelian Mahasiswa Feb Unsrat Di

E-Commerce Sociolla. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *10*(3), 225. https://doi.org/10.35794/emba.v10i3.41752

Baby Karina Fawzeea Sembiring, Endang Sulistya Rini, and T. Y. (2021). Changes in the Pattern of Marketing Strategies with Content Marketing Strategies to Maximize Product Sales SMEs in North Sumatra. *Webology*, *1*(19), 22–110. https://doi.org/https://doi.org/10.14704/web/v19i1/web19008

Borrero, J. D., & Yousafzai, S. (2025). Spinning the circle: unraveling the "why?" behind social motivations in circular economy entrepreneurship. *Journal of Enterprising Communities*. https://doi.org/10.1108/JEC-01-2024-0003

Brandão, J. B. and A. (2025). Exploring Ageing Consumers' Usage of Content Marketing, Content Typology and Online Brand Advocacy. *EuroMed Journal of Business*, *5*(20), 27–53. https://doi.org/https://doi.org/10.1108/EMJB-10-2023-0283

Breit, L. A., & Volkmann, C. K. (2024). Navigating start-ups: a qualitative exploration of causal and effectual decision-making in entrepreneurial marketing. *Journal of Research in Marketing and Entrepreneurship*, 206–231. https://doi.org/10.1108/JRME-12-2023-0215

Cheah, C. W., Ewe, S. Y., & Ho, H. H. P. (2025). Exploring the impact of network brokerage behavior in mutual fund retail markets. *International Journal of Retail and Distribution Management*, *53*(5), 381–397. https://doi.org/10.1108/IJRDM-07-2024-0353

Creswell, J. W., & Plano Clark, V. L. (2018). Designing and conducting mixed methods research (3rd ed.). *Journal of Mixed Methods Research*, *4*(12), 489–491. https://doi.org/doi:10.1177/1558689818795294

Creswell, J. W. (2005). *Metode Penelitian Kualitatif*. Pustaka Pelajar.

Daragmeh, A., Lentner, C., & Sági, J. (2021). FinTech payments in the era of COVID-19: Factors influencing behavioral intentions of "Generation X" in Hungary to use mobile payment. *Journal of Behavioral and Experimental Finance*, *32*, 100574. https://doi.org/10.1016/j.jbef.2021.100574

Dewi, R. S., & Rino, A. (2018). Animation as a creative industry: A strategy to build creativity and independence of youth in Padang, west Sumatra. *Emerald Reach Proceedings Series*, *1*, 135–141. https://doi.org/10.1108/978-1-78756-793-1-00040

Erfiana, W., & Purnamasari, D. (2023). Strategi Content Marketing Influencer Melalui Shopee Affiliate Program Pada Instagram. *Jurnal Ilmiah Komunikasi Makna*, *11*(2), 134. https://doi.org/10.30659/jikm.v11i2.28261

Fleetwood, J., & Chatwin, C. (2023). Gender representations in online modafinil markets. *Digital Transformations of Illicit Drug Markets: Reconfiguration and Continuity*, 109–126. https://doi.org/10.1108/978-1-80043-866-820231008

Franco, M., Rodrigues, M., & Albuquerque, J. (2025). Sustainable innovation practices: a single case study in a wine SME. *International Journal of Organizational Analysis*. https://doi.org/10.1108/IJOA-11-2024-4969

Garcia-Ortega, B., Galan-Cubillo, J., Morozova, D., & Llorens-Montes, F. J. (2025). Decoding business strategies toward sufficient consumption in the fashion industry. *Journal of Fashion Marketing and Management*. https://doi.org/10.1108/JFMM-04-2024-0132

Gilmore, A., McAuley, A., Gallagher, D., Massiera, P., & Gamble, J. (2021). Researching SME/entrepreneurial research: A study of journal articles 2009–2018. *Journal of Research in Marketing and Entrepreneurship*, *1*(25), 1–25. https://doi.org/https://doi.org/10.1108/JRME-10-2020-0138

Hariani, A. I., & Junaedi, W. (2023). *Journal geoekonomi fakultas ekonomi universitas balikpapan*. *14*(1), 17–29.

Hayes, O., & Kelliher, F. (2024). The role of social media data in enhancing B2B omni-channel marketing

efforts in small businesses. *Journal of Small Business and Enterprise Development*, *32*(1), 151–172. https://doi.org/10.1108/JSBED-02-2023-0051

Hoffmann, A., Kanbach, D. K., & Kraus, S. (2025). Entrepreneurship through acquisition in the digital age: exploring website ownership patterns and motivations for selling. *Journal of Enterprising Communities*, *19*(2), 410–429. https://doi.org/10.1108/JEC-08-2024-0144

Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, *45*, 27–41. https://doi.org/https://doi.org/10.1016/j.intmar.2018.07.003

Kim, M., Koo, D. W., & Han, H. S. (2021). Innovative behavior motivations among frontline employees: The mediating role of knowledge management. *International Journal of Hospitality Management*, *99*(September), 103062. https://doi.org/10.1016/j.ijhm.2021.103062

Koay, K. Y., & Lim, W. M. (2024). Congruence effects in social media influencer marketing: the moderating role of wishful identification in online impulse buying intentions. *Journal of Product and Brand Management*, *3*(May 2024), 265–278. https://doi.org/10.1108/JPBM-09-2023-4709

Kumar, A., & Kushwaha, G. S. (2022). Content marketing strategy and its impact on customer engagement: A study of SMEs in Southeast Asia. *Journal of Strategic Marketing*, *5*(30), 421–439. https://doi.org/https://doi.org/10.1080/0965254X.2021.1985390

Kumar, S., Srivastava, M., & Sivaramakrishnan, S. (2025). Getting the scoop on native advertising – a bibliometric and TCCM-based review. *Marketing Intelligence and Planning*. https://doi.org/10.1108/MIP-04-2024-0291

Liao, G., Li, L., Zhao, Q., & Li, Y. (2025). Exploring multiple pathways to high entrepreneurial performance in digit-oriented spin-offs: based on optimal distinctiveness theory. *Chinese Management Studies*, *24*. https://doi.org/10.1108/CMS-10-2024-0751

Lindiawati, I., Harahap, H., & Mardiana, S. (2021). Strukturasi: Jurnal Ilmiah Magister Administrasi Publik Analisa Strategi E-Marketing Dinas Koperasi Ukm Kota Medan Terhadap Ukm Binaan Di Tengah Pandemi Covid-19 Tahun 2020 E-Marketing Strategy Analysis Of Koperasi Department Medan City Ukm To Ukm Develop. *Jurnal Ilmiah Magister Administrasi Publik*, *3*(1), 14–29. https://doi.org/10.31289/strukturasi.v3i1.521

Marhaeni, A. A. I. N., Yuliarmi, N. N., & Setiawina, N. D. (2019). Empowering small industry of wood carving handicraft in Bangli district. *Asia Pacific Journal of Innovation and Entrepreneurship*, *13*(1), 121–136. https://doi.org/10.1108/apjie-07-2018-0045

Nadeem, W., Alimamy, S., Ashraf, A. R., & Wang, K. Y. (2025). Understanding consumers' value co-creation and value co-destruction with augmented reality service marketing. *Journal of Services Marketing*, *3*(January), 218–247. https://doi.org/10.1108/JSM-07-2024-0332

Nalbant, K. G., & Aydin, S. (2025). A bibliometric approach to the evolution of artificial intelligence in digital marketing. *International Marketing Review*. https://doi.org/10.1108/IMR-04-2024-0132

Park, C. (2017). A Study on Effect of Entrepreneurship on Entrepreneurial Intention. *Asia Pacific Journal of Innovation and Entrepreneurship*, *2*. https://doi.org/https://doi.org/10.1108/apjie-08-2017-024

Pérez-Orozco, A., Leiva, J. C., & Mora-Esquivel, R. (2024). The mediating role of marketing management in the relationship between online presence and product innovation among SMEs. *Journal of Economics, Finance and Administrative Science*, *29*(58), 246–262. https://doi.org/10.1108/JEFAS-04-2022-0087

Reniou, F., Robert-monnot, E., Paris-dauphine, U., & Psl, U. (2025). *Packaging-free shopping : when retailers and*

*consumers ( re / mis ) appropriate packaging functions*. 2(November 2024), 231–250. https://doi.org/10.1108/JPBM-09-2023-4723

Shashi, S., Ertz, M., Cerchione, R., & Kumar, V. (2025). Transforming business-to-business marketing from tradition to digitalization: a taxonomic review of current trends, methodologies and future paths. *Journal of Business and Industrial Marketing, February.* https://doi.org/10.1108/JBIM-02-2024-0074

Shiau, W. L., Yuan, Y., Pu, X., Ray, S., & Chen, C. C. (2020). Understanding fintech continuance: perspectives from self-efficacy and ECT-IS theories. *Industrial Management and Data Systems, 120*(9), 1659–1689. https://doi.org/10.1108/IMDS-02-2020-0069

Syaharani, T. K., & Azizah, N. (2024). Pengaruh Strategi Content Marketing Instagram Terhadap Point Of Purchase Kruv Studio The Influence Of Instagram Content Marketing Strategy On Kruv Studio's Point Of Purchase. *Journal of Management and Social Sciences (JIMAS), 3*(1), 245–253. https://doi.org/10.55606/jimas.v3i1.1010

Utara, D. K. dan U. S. (2023). *LAPORAN KINERJA DINAS KOPERASI, USAHA KECIL DAN MENENGAH PROVINSI SUMATERA UTARA TAHUN 2023.*

Windari, & Ramadhan, A. (2023). Determinan Pengeluaran Konsumsi Rumah Tangga Di Provinsi Sumatra Utara. *Jurnal Ekuilnomi, 5*(2), 216–224. https://doi.org/10.36985/ekuilnomi.v5i2.590

Zhang, S., & Wang, L. (2020). *The influence of government transparency on governance efficiency in information age : the environmental governance behavior of Guangdong , China. 71603056.* https://doi.org/10.1108/JEIM-01-2020-0017