

Service Promotion Strategies in the Digital Economy Era: Leveraging Technology and Electronic Communication to Address Challenges and Capture Opportunities

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Abstract

This research will analyze the service sector that distributes services through technology and electronic communication in the digital economy era. This research was conducted using descriptive qualitative methods, supplemented by basic quantitative data. Data collection was carried out through a literature review and interviews with service business actors who place orders through digital media (social networks, websites, mobile applications, and related online stores). The results of the study indicate that digital technology has marketing diversification, consumer engagement, and promotional efficiency. Social media is developing as the strongest source of consumer attention, leading to needs triggered by purchases and therefore the need for applications such as e-commerce and mobile applications for transaction/service access. Higher technology adoption leads to increased sales, customer loyalty, and better business growth. The successful implementation of promotional activities is also hampered by human resources (availability, digital literacy), and the speed of adaptation to technological developments. Improved competence and appropriate technology management are needed to increase the competitiveness of service businesses.

Keywords:

Service Promotion Strategies; Digital Economy; Digital Technology; Electronic Communication; Social media.

1. INTRODUCTION

The development of the digital economy has substantially changed the interaction between service providers and consumers. Traditional promotional practices have given way to a flexibility-based approach in the era of advanced electronic information and communication technology. These changes have not only expanded markets but also intensified competition in every service sector. In such a situation, service providers need to plan their major promotional strategies optimally using digital platforms such as social media networks and web-based or internet-based applications. Technology enables information to flow more quickly, interactively, and measurably, thus supporting marketing objectives more efficiently. Simultaneously, these two forces have exacerbated the challenges associated with shifting consumer expectations; the need for continuous innovation; and increasing global competition. Successfully strengthening competitiveness requires a clear understanding of technology-mediated and -driven promotional strategies. A well-directed strategy is predicted to capitalize on market opportunities and strengthen service providers' positions during the ongoing digital transformation.

The growing phenomenon of technology use in service marketing suggests that the digital economy will likely play a significant role in the expansion and diversity of service companies. It has even been suggested that direct implementation through the adoption of digital technology can improve market access and operational efficiency, but is still limited by aspects of resource readiness and the adaptive capacity of business actors (Rohmana, 2023). This development encourages service providers to adapt more quickly to

technological advances and growing market demands. Hanani (2021) states that the service marketing mix must be in line with changing consumer behavior, which is increasingly dependent on digital media. Marketing changes: words and context alone are no longer enough; we need to add significant value to consumers. The right approach makes services more attractive and increases long-term customer loyalty. Furthermore, because of the direct dialogue it enables and the close relationships it strengthens with consumers (Sefthian et al. 2025), social media is also an effective business communication channel. In addition to reaching a wider segment, digital media also allows businesses to understand consumer preferences. Liu et al., Friedrich et al. (2022) stated that the approach of technology integration into the service sector improves quality and competitiveness through adaptive or sustainable mechanisms that produce good results both in good times and during the process of change.

The digital transformation of customers has led to the rapid expansion of e-commerce and the restructuring of marketing practices, particularly in the service sector. Kamila et al. (2025) believe that the growth of e-commerce offers a broader market but at the same time also increases business competition. This change requires a level of effective agility, especially in utilizing technology as a practical and efficient promotional tool. Service providers need not only to be present on digital platforms but also to manage communication strategies that are consistent with the characteristics of modern consumers. Strategy: The shift towards a digital economy offers strategic implications for service businesses nationwide. As noted by Sinaga & Harahap (2025), economic transformation without the right strategy will inevitably result in low demand value, limited access to digitally ready and savvy human resources, and the dynamics of competition in the number one market regulation that is moving very quickly. This underscores the importance of developing adaptive and sustainable promotional strategies. Traditional service marketing studies have long focused on promotions, which play a key role in increasing sales volume. According to Riny Chandra (2015), a well-designed and implemented promotional strategy can certainly influence consumer decisions in seeking attractive services. Combining traditional techniques with digital technology is a pragmatic approach to increasing promotional effectiveness.

This has significantly contributed to economic development by increasing trade activity and creating access for buyers to a larger market through e-commerce. According to Ni Made Yulia Dewati Ayu and Jakaria (2023), digital platforms enable more efficient transactions for businesses in an increasingly open economic system. This development emphasizes how promotional strategies need to keep pace with technological developments. Competitiveness, as a process of effort, is also related to service quality. Muyasar et al. (2025) conducted a literature review and stated that good promotion combined with effective customer service impacts the decision to purchase certain goods (purchasing power level), the level of purchasing interest, and attracting consumers from other regions by providing excellent facilities and attractive offers. This implies that the combination of media used, along with the ability to build consumer trust, drives effective promotion. The performance of small and medium enterprises (SMEs) is based on their ability to adopt strategies to respond to market needs. According to recent literature, Huynh (2022), a key part of improving business performance is the use and development of technology along with innovation strategies used in marketing. Therefore, it is necessary to strengthen technology-based promotional methods and with electronic support, this method provides an efficient solution in facing increasingly tight competition.

The emergence of digital services has introduced cutting-edge promotional methods in the service industry. According to Viktorovna & Matalytskaya (2025), digital services serve as information transmission channels and can also be used to assess promotional effects due to the presence of a clear structure for performance metrics. This type of technology application allows businesses to better adapt promotional methods to market needs and changing consumer behavior. Furthermore, the rise of e-commerce has made it less feasible for most companies to rely on traditional forms of promotion. Digital platforms serve as an excellent medium for reaching users, accelerating transactions, and making marketing efforts more efficient (Prasetyo 2023). This situation supports the use of digital technology in competitive and sustainable promotional strategies for service providers. Through productivity and innovation, digital transformation also increases economic growth. These changes, according to Sudiantini et al. (2023), come with challenges such as human resource readiness, adaptability, and knowledge of emerging technologies. Consequently, emphasis must be placed on technology-based and electronically supported promotional strategies to capitalize on market opportunities while overcoming competition.

The digital economy is a boon for businesses but also presents its own challenges, and companies must adopt strategies to anticipate them. According to Rahma Widyasari and Angga Hermawan (2025), the transition from a conventional to a digital economic system increases the efficiency of traditional economic sectors and allows access to markets such as micro, small, and medium enterprises (MSMEs), which contribute effectively, but challenge us in preparing ourselves for the constantly changing competitive structure. In such circumstances, promotional strategies play a crucial role in business sustainability. In this regard, the creative economy sector offers significant opportunities to utilize digital technology for promotional purposes. Nuranisah et al. (2025) argue that creativity and innovation are key differentiators for companies in the fierce competition for consumer attention over time. With digital media, more engaging promotional messages can be delivered and market segments can be reached. The expansion of e-commerce

seeks to strengthen the role of technology as a driver of economic progress. As we know from Mega's research (Maharani 2024), this sector offers opportunities to increase trading activity despite facing intense competition and changing consumer behavior. Therefore, to maximize every opportunity, a contemporary, technology-based marketing strategy is crucial.

Service promotion strategies must be a crucial aspect in addressing the operational dynamics of the ever-changing digital economy. By utilizing technology and electronic communications, effective product marketing can be enhanced, and service providers' ability to react to market changes can be improved or enhanced. As competition becomes increasingly complex, strategies that are increasingly adaptive and innovative are required. Therefore, studies focusing on technology-based service promotion strategies are encouraged to lay the foundation for designing effective measures that can enable them to seize opportunities and address challenges posed by the digital economy.

2. RESEARCH METHOD

This study, titled "Service Promotion Strategies in the Digital Economy Era: Leveraging Technology and Electronic Communication to Overcome Problems and Seize Opportunities," uses descriptive qualitative methods with simple quantitative data. Data collection consisted of literature studies and interviews with service business actors who use digital technologies such as social media, websites, and application-based platforms. In this case, the data sources were peer-reviewed and non-peer-reviewed literature related to the digital economy or service marketing. The collected data was processed through stages of reduction, classification for analysis, and interpretation to determine patterns surrounding technology-based promotional strategies. Second, quantitative data identified through qualitative analysis was used as additional evidence to explore digital media trends and their influence on service marketing efforts.

2.1. Case Study

This study compares the use of digital media in service promotion strategies across various business sectors, as described by Aysal and Imma R. (2021). The data demonstrates variations in technology adoption rates by sector, driven by differences in companies' ability or willingness to utilize digital platforms to promote their products. Service media consumption is also related to digital market reach and the intensity of face-to-face interactions between service providers and consumers. The more a sector utilizes technology, the stronger its ability to attract and retain customers. Furthermore, digital media allows for greater efficiency in delivering promotional messages and accelerates response to market demand. These results reveal how digital technology contributes to marketing effectiveness in the service industry.

Table 1. Level of Digital Media Usage and Its Impact on Service Promotion

Service Sector	Digital Media Usage (%)	Increase in Market Reach (%)	Consumer Interaction (%)
Hospitality	85	70	65
Transportation	80	68	60
Education	75	60	58
Healthcare	70	55	52
Financial Services	88	72	67

Table 1 shows digital media utilization by category and its impact on customer engagement and market penetration across various sectors. Of all these sectors, financial services achieved the highest usage rate at 88%, followed by hospitality (85%) and transportation (80%). The education and healthcare sectors were less dominant, with lower usage rates at 75% and 70%, respectively. Financial services also experienced the largest change in market reach, at 72%, and even higher consumer engagement, with a score of 67%. In short, the more digital media is used in marketing campaign efforts, the broader the reach of all consumers who receive it and the more optimal interaction with them.

2.2. Promotional Strategy Analysis

Research into the effectiveness of several digital platforms in supporting service promotion strategies, according to Kumala (2022). Data shows that these platforms have unique attributes that influence their ability to connect with consumers and trigger market responses. Social media appears to be the most prominent growth platform in both attracting attention and increasing engagement. Websites offer a more comprehensive structure and information about the services offered. With e-commerce and mobile applications, these platforms support transaction processing functions and easy access to all services. Email marketing is cost-effective because it can directly reach consumers, but its effectiveness is very low. This variation suggests that the choice of digital platform must be tailored to promotional objectives and market characteristics.

Table 2. Effectiveness of Digital Platforms in Service Promotion

Digital Platform	Usage Level (%)	Promotional Effectiveness (%)	Conversion Rate (%)
Social media	90	85	75
Website	80	78	70
E-commerce	75	72	68
Mobile Application	70	70	65
Email Marketing	65	68	60

Table 2 Comparison of promotional category effectiveness among digital platforms based on usage level, growth prosperity and promotion conversion rate social media is at the top with a usage level of 90% and effectiveness = 85%, conversion rate =75%. Next in line is websites that perform more consistently well at enabling information being delivered to the consumer. Pixelated data tips slightly toward e-commerce and mobile applications when it comes to driving transactions as well as improving service accessibility. On the other hand, low Email marketing and records lowest values among all the platforms. More generally, brand usage on a platform correlate to increased promotional effectiveness and consumer conversion.

2.3. Comparison of Strategic Impact

The level of technology adoption impacts performance in service businesses, as claimed by Munawarah et al. (2022), and was further analyzed. The results showed a strong correlation between technology use and business performance, particularly in sales volume and customer loyalty. In general, businesses that are able to optimally utilize digital technology have better market reach and customer retention capabilities. Lower adoption rates result in poorer performance. This difference highlights the role of technology use in relation to business strategy. Furthermore, technology use supports operational efficiency and communication processes with consumers, accelerating response times, ultimately impacting business sustainability in a more dynamic competitive climate.

Table 3. Impact of Digital Promotional Strategies on Business Performance

Business Category	Increase in Sales (%)	Consumer Loyalty (%)
High Technology Adoption	75	70
Medium Technology Adoption	60	58
Low Technology Adoption	45	40

Table 3 Differences in Business Performance and Technology Adoption in Digital Promotions. Companies that adopted new technologies experienced a 75% increase in sales and 70% increase in customer loyalty. Results for the middle category were more mixed, including a 60% increase in sales and a 58% increase in loyalty. Conversely, the least tech-savvy businesses reported the lowest results: 45% in sales and 40% in customer loyalty. These differences demonstrate that how individuals use digital technology is valuable to business performance and crucial for building customer relationships and marketing products.

3. RESULTS AND DISCUSSION

3.1. Results

The use of digital technology is showing increasing interest in improving the effectiveness of service promotion strategies. These technologies include social media, websites, mobile applications via smartphones or tablets, electronic payment systems, and e-commerce platforms, which are used to reach a wider market and increase communication with consumers (Limna et al., 2022). Social media provides fast and interactive access to information, while websites and mobile applications provide structured and flexible services on demand. These technologies also facilitate the delivery of more engaging promotional messages through visual, video, and interactive content. Furthermore, data-driven technology enables a more precise understanding of consumer behavior. Information from digital activity, such as click rates, access duration, and response to promotions, helps tailor marketing strategies. This approach increases the effectiveness of promotional strategies and builds long-term relationships between businesses and consumers (Ramli et al., 2022).

Table 4. The Impact of Digital Technology on Service Promotion Performance

Type of Technology	Increase in Market Reach (%)	Consumer Interaction (%)	Promotional Effectiveness (%)
Social media	85	80	82
E-commerce	78	72	75
Mobile Applications	75	70	73
Website	70	65	68
Electronic Payment	68	60	65

Table 4 the influence of digital technology on service promotion performance based on market reach, consumer interaction, and promotional effectiveness. Market reach through social media: 85% with an interactive platform rating of 80%, and a promotional effectiveness score as high as 82%, is among the highest channels for attracting consumer attention. Goods and services in e-commerce are a rapidly growing model that operates for marketing purposes as well as acting to receive orders. Results regarding mobile applications and websites that serve broader access to services while maintaining a relatively stable level of communication with consumers. While the electronic payment system domain you see in the red circle still binds most of the lower values, it is also still involved but only to the extent needed during the transaction process. In general, digital technology has a positive effect on performance in promoting services.



Figure 1. Technology Integration in Service Promotion Strategy

Figure demonstrates the linked in-service support promotion (Xia et al., 2024) of social media, e-commerce and mobile applications electronic payments. Social media serves a communication route that allows direct contact with the consumers. E-commerce is served as a machine for transactions, wherein it helps to purchase services easily. Mobile applications allow for flexible service access wherever, whenever. At the same time, electronic payment systems back the transaction throughout its efficiency and security. The interconnection between these technologies represents a complete loop that enables more efficient service promotion activities.

The finding shows that technology adoption level has a positive relationship with the enhancement of service business (Raihan, 2024). Instead, business actors who utilize digital technology comfortably have increasing sales, efficiency of operations and quality in services. Technology is also a key enabler towards reaching broader markets and faster connection with customers. Furthermore, your ability to effectively manage technology impacts how competitive you will be in the business sector. These factors emphasise the need for technology adoption in enabling your service business to evolve and become sustainable.

Table 5. Level of Technology Adoption and Its Impact on Business Performance

Level of Technology Adoption	Increase in Sales (%)	Consumer Loyalty (%)	Business Growth (%)
High	80	75	78
Medium	65	60	62
Low	50	45	48

In table 5 differences in business performance based on the level of technology adoption. 80% of sales, 75% consumer loyalty and 78 % business growth is realised for higher adoption level. 65% sales, 60%

loyalty and 62% growth in the intermediate category. At the same time, low adoption has a much lower set of outcomes with sales at 50%, loyalty at 45% and growth being only about 48%. This clearly shows that with the use of technology, this improvement in business performance increases.



Figure 2. Digital-Based Service Promotion Strategy Model

The figure shows a promotional strategy flow that begins with making digital platforms the primary point of contact. The next step is the acquisition and analysis of consumer information obtained from various virtual tasks, including engagement, preferences, and reactions to advertising campaigns. This data forms a template that guides you in creating marketing copy that aligns with market needs. Then, content is disseminated through various digital channels, and performance testing is conducted to report the strategy's effectiveness. Each stage is interconnected in ensuring the success of service marketing efforts (Suntsova, 2024). However, several challenges need to be addressed, such as the organization's lack of human resource capacity to manage digital technology (Katsikeas et al., 2020), capacity-building measures to enhance the organization's skills and knowledge base to stay relevant with increasing consumer demand, or adaptation due to Minzberg's managerial role to rapid technological advancements. These conditions reinforce the need for strong competencies and technology management to ensure effective promotional strategies and maintain service businesses' competitiveness.

3.2. Discussion

The emerging digital economy is transforming the way companies interact with consumers, particularly in services. Digital media technology, due to its relatively rapid development of conversational activities, provides significant support for promotion, expanding the factors influencing target audiences, and increasing the informativeness of all commercial strategies. Research shows that various types of digital platforms, including social media, e-commerce, mobile applications, and electronic payment systems, strengthen interactions between businesses and consumers. However, why is this still urgent? Its implementation within core business functions facilitates the development of far more effective and measurable short-term marketing tactics.

3.2.1. Social Media in Promotional Strategies

Social media appears to be the best channel for awareness owing of its ability reach large populations. It enables businesses to communicate directly with the consumers and convey marketing messages in a personalized manner. This corresponds with the findings by Sefthian et al. (2025) hs social media is not only a medium of communication or channel to deliver information, it also plays the role in long-term customer relationship. It enables companies with their consumers, thus helping to enhance customer loyalty. Social media is most influential in making promotional effectiveness data. Promotions carried out via social media prove to be the most effective e.g., doors with 82.00%, table see in Table 4 Thus, due to their low scores electronic commerce and mobile applications paid less attention that was followed by cards observe Also in the present study. Social media also allow businesses to gather behavioral data on customers, which include click rates, access duration and impression for promotional content. Such insights help in adapting the marketing strategy according to customer preferences and needs.

3.2.2. E-commerce and Broader Market Opportunities

E-commerce is one of the great pillars in digital economy, and it opens a wide opportunity for businesses to expand their market. Kamila et al. (2025) mention that e-commerce provides lower cost friendly global access to the consumers for marketing companies products or services without certain geographic restriction. Likewise, it allows more efficient transactions and delivers optimum convenience to consumers. E-commerce is also the most effective channel that allows the brand to communicate and sell to consumers. According to the results presented in Table 4, e-commerce attains a promotional effectiveness ratio of seventy-five%. Despite being less competitive than social media, email marketing still plays a large role in omnichannel promotional strategies by helping consumers get to online purchases.

3.2.3. Mobile Applications and Flexible Service Access

Mobile Applications are used in service promotions strategies more, and the reason is their flexibility! They give consumers the freedom to access services on their time and in whatever location they desire leading to improved convenience and satisfaction. Liu et al. (2022) state that mobile applications offer a well-structured access channel to services and allow for speedy service delivery. Mobile applications, while not as impactful in terms of promotional effectiveness and less comparable to social media and e-commerce channels, are still important means for creating a direct connection with customers and increasing the strength of customer relationship. Compared with mobile applications, which are able to establish effective promotion (73%) due to the contact accessibility that they achieve through convenience and availability of internet commerce platforms in this context, social media remains more viable for wider market capture and engagement.

3.2.4. Electronic Payment Systems as Transaction Support

The also help to lead improvement in effectiveness of service publicity. Enabling quicker, secure and effective manner that transacting becomes a simplified experience for customers. Ramli et al. (2022) more as electronic payment system increasing the speed of transaction and make easier to pay management processes by business to handle it. It is worth noting that these systems are crucial for ensuring seamless transactions, especially with digital payments, despite being less effective as a promotional tool (65%).

3.2.5. The Impact of Technology Adoption on Business Performance

The degree to which technology adoption directly correlates with positive business outcomes. In short, there's a question we'll address in a moment; so, the long story goes, since they won't be adding to their music staff in the future, why are only half of them? Table 5 reveals that these companies experienced a % increase in sales, % increase in customer loyalty, and % increase in business growth. This suggests that extensive and efficient use of digital technology can significantly improve competitiveness. Conversely, companies with low technology adoption reported the lowest results: a 50% increase in sales, a 45% increase in customer loyalty, and only a 48% increase in business growth. One of the most important aspects is how you integrate technology into your promotional methods. Organizations that successfully leverage digital technology will be uniquely positioned to compete in a rapidly changing and competitive marketplace.

3.2.6. Challenges in Digital Technology Adoption

While there are many advantages to adopting technology, various challenges still persist. Sinaga & Harahap (2025) state that the main barrier is infrastructure readiness and availability of qualified human resources. Firms will require sufficient resources to manage digital technology. Moreover, another problem that arises is the lack of digital literacy among consumers and actors in business. Such recent efforts to promote digital literacy education and training are important if we want the advantages of technology to continue helping people throughout their lives. There are various training programs and skills development initiatives widespread that can ensure adequate adoption of technology to achieve good results in a best possible way.

4. CONCLUSION

The research findings indicate that the use of digital technology is a significant research foundation for successful service promotion strategies in today's digital economy. The use of social media, e-commerce, web pages, and mobile applications allows for the expansion of remote market reach and the interaction of companies through new and more powerful consumer interactions. Social media remains the strongest channel for attracting attention and engaging consumers, while e-commerce sites and mobile applications help make services more accessible and handle transactional aspects. High technology adoption correlates with better business performance, including increased sales and customers who consistently return to services within the organization. The use of digital data allows businesses to minimize consumer behavior, allowing for more precise promotional strategies. Digitalization also means that various digital technologies combine to create higher marketing efficiency and faster communication with consumers. However, key challenges

remain, such as human resource capacity across government organizations; varying levels and understanding of digital competencies among civil servants; and the pressing need for agility in keeping up with today's rapid technological advances. Therefore, developing competencies and sound technology management are essential for the successful implementation of promotional strategies to enhance the competitiveness of service businesses.

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