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The role of digital marketing strategies in alleviating poverty among MSMEs in rural areas and their contribution to SDGs (1) and SDGs (8)

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Abstract

Facing challenges in the social, economic, political, and environmental fields that are very diverse, this can concern problems of citizens, the business world, institutions, and government, as well as developments in the millennial era. This program comprises 17 sustainable development goals and is part of the UN's agenda for global development from 2015 to 2030. Global development (SDGS) has 17 programs and is not easy to separate. Indonesia has established targets known as the Sustainable Development Goals (SDGs), aimed at creating a more sustainable future by 2030. To achieve these goals, the Sustainable Development Goals (SDGs) place a strong emphasis on industry, innovation, and infrastructure, as well as digital transformation, which provides an excellent work ethic and is an important factor in increasing industrial needs. Some companies are implementing digital transformation to address rapid technological advances and revolutionary developments in human rights. This research aims to describe the challenges and opportunities facing the business world in the digital era, especially in the industrial sector. Case studies are a fundamental method for illustrating the impact of digital transformation. corporate sustainability. Data were collected through interviews, direct observation, and questionnaires. The empirical study will serve as a reference for future digital transformation efforts in the field of sustainable industry.

Peran strategi pemasaran digital dalam mengentaskan kemiskinan di kalangan UMKM di daerah pedesaan dan kontribusinya terhadap SDGs (1) dan SDGs (8)

Abstrak

Menghadapi tantangan di bidang sosial, ekonomi, politik, dan lingkungan yang sangat beragam, hal ini dapat menyangkut masalah warga negara, dunia bisnis, lembaga dan pemerintah, serta perkembangan di era milenium. Program ini terdiri dari 17 tujuan Pembangunan Berkelanjutan dan merupakan bagian dari agenda yang ditetapkan oleh PBB untuk pembangunan global selama tahun 2015 hingga 2030. Pembangunan global (SDGs) terdiri dari 17 program yang tidak dapat dipisahkan. Indonesia telah menetapkan target yang disebut Tujuan Pembangunan Berkelanjutan (SDGs) untuk menciptakan masa depan yang lebih berkelanjutan pada tahun 2030. Untuk mencapai tujuan ini, Tujuan Pembangunan Berkelanjutan (SDGs) memberikan penekanan yang kuat pada industri, inovasi dan infrastruktur, serta transformasi digital, yang memberikan etos kerja yang unggul, merupakan faktor penting dalam meningkatnya kebutuhan industri. Beberapa perusahaan menerapkan transformasi digital untuk melawan kemajuan teknologi yang pesat dan revolusi hak asasi manusia. Penelitian ini bertujuan untuk menggambarkan tantangan dan peluang yang dihadapi dunia bisnis di era digital, khususnya di sektor industri. Studi kasus digunakan sebagai metode fundamental untuk mengilustrasikan dampak penggunaan transformasi digital. Keberlanjutan perusahaan. Pengumpulan data dilakukan melalui wawancara, observasi langsung, dan kuesioner. Studi empiris ini akan menjadi hasil penelitian sebagai referensi untuk keterlibatan dalam transformasi digital di bidang industri berkelanjutan di masa mendatang.

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Facing diverse social, economic, political, and environmental challenges, this can pose problems for citizens, the business world, institutions, and government, as well as for developments in the millennial era. The UN's work from 2000 to 2015 had the aim of guiding the Security Council process to begin the 2030 Agenda process. Human rights always have the aim of generating increased income and also as a way of sustainable development in commerce, charitable, and land areas. The 17 development goals are also part of the UN's 2015-2030 agenda to encourage global development.

These 17 goals address economic, social, and environmental issues and must be achieved through an interdisciplinary approach. Responsibility for these goals falls on every individual, company, organization, private institution, and government entity. Salespeople are also expected to contribute significantly to these goals, as they form a crucial part of Indonesia's economic foundation. (Eizaguirre, 2020). The potential of MSMEs in Indonesia is very large, contributing 60% of the national GDP and providing 97% of employment opportunities. However, there are obstacles to the performance of MSMEs, especially in digital transformation, such as limited infrastructure, lack of digital literacy, and high costs, which are the main obstacles for these MSMEs. Ideally, today's MSMEs can improve their performance by looking at the development of such sophisticated technology; it is hoped that they can be put to good use (Rahayuningsih et al., 2024).

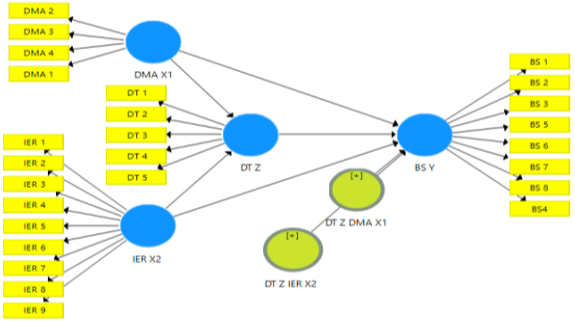
According to Pangarso et al. (2022), the SDGs aim to overcome poverty (SDG 1). MSMEs also provide employment opportunities in many countries, especially in Indonesia. MSMEs help reduce unemployment and poverty. Improving the performance of MSMEs means more job opportunities and increased people's incomes, which directly contribute to poverty alleviation. A businessman has a duty to provide a suitable workplace to support economic growth (SDG 8). The growth and success of MSMEs directly contribute to inclusive and sustainable economic growth (Franco-Riquelme, 2021). Well-functioning MSMEs can offer decent work and enhance working conditions, thereby improving workers' living standards and fostering stable and sustainable economic growth. The success of MSMEs is further bolstered by strong engagement in digital marketing, including social media skills. Social media, defined as A platform for creating content is needed in business development, especially on internet-based platforms (Apostu & Gigauri, 2023);(Fonseca et al., 2020).

These social media platforms serve as outlets for creativity, increase marketing prospects, build trust, and strengthen depositor relationships (Strilchuk et al., 2024).(Sedalo et al., 2022). In this context, it is crucial to bolster, compile, and existing theories regarding the literature that discusses the role of digital marketing in poverty reduction efforts in the context of the SDGs program. Insert a systematic observation on this topic can enhance current research and highlight gaps in the literature. This has become an important awareness for us, how the use of the internet can support small and medium businesses, especially in the SDGs government program, so we need to provide an explanation regarding a neat overview of this matter(Mishra et al., 2016);(Rydzewski, 2025). This research reviews published literature from various major databases to investigate different approaches and contributions to the Sustainable Development Goals (SDGs)(Ozturk et al., 2024);(Castro & Lopes, 2022);(Agbedahin, 2019). Some systematic insights into the SDGs are already available. Caiado et al. (2018) provide a comprehensive literature review and develop a new framework to overcome implementation obstacles, monitor SDG performance, identify gaps, and recommend strategies to achieve the 17 SDGs.

RESEARCH METHOD

This journal employs structural equation modeling using partial least squares (SEM-PLS). “If new

research emerges, it will transition to quantitative methods. According to Bhattacharya and Chetty (2020), quantitative research begins with problem formulation, hypothesis or research question development, and quantitative analysis, thus being categorized as hypothesis-testing research. This study employs explanatory research to empirically demonstrate and elucidate the role of digital marketing strategies in alleviating poverty among SMEs in rural areas and their contribution to the SDGs. The sample in this research was 175 SMEs wallet craftsmen in Rejo Slamet Village, Mojowarno District, Jombang Regency, Indonesia. Thus, the existence of these two analysis methods will strengthen this research process. This is the SmartsPLS 3.3.0 research design



Picture 1. Research Design

RESULTS AND DISCUSSION

Respondents Profile

The sample in this research was 175 SMEs wallet craftsmen in Rejo Slamet Village, Mojowarno District, Jombang Regency, Indonesia.

Table 1. Characteristics of the respondent

	Freq.	Perc. (%)
Age (Year)		
<35	49	28.0%
35-45	86	49.1%
>45	40	22.9%
Gender		
Female	124	70.9%
Male	51	29.1%
Last Education		
Elementary School	32	18.3%
Junior high school	33	18.9%
High School	44	25.1%
Diploma	56	32.0%
Bachelor Degree	10	5.7%

Source: Primary data processed, 2024

Tests of Research Instrument

Data analysis uses Partial Least Squares (PLS) to evaluate the outer model, including convergent validity, discriminant validity, and composite reliability. Involvement Assessment of convergent validity and evaluation of correlations between estimated item scores and component scores. This study uses a loading factor of 0.60.

Table 2. Outer loading (Measurement model)

Variable	Indicator	Loading factor
Digital marketing adoption	DMA 1	0.762
	DMA 2	0.658
	DMA 3	0.801
	DMA 4	0.784
Innovation ecosystem readiness	IER 1	0.680
	IER 2	0.684
	IER 3	0.581
	IER 4	0.496
	IER 5	0.617
	IER 6	0.593
	IER 7	0.600
	IER 8	0.679
	IER 9	0.636
Digital Transformation	DT 1	0.760
	DT 2	0.776
	DT 3	0.812
	DT 4	0.636
	DT 5	0.671
Business Sustainability	BS 1	0.629
	BS 2	0.657
	BS 3	0.624
	BS 4	0.680
	BS 5	0.763
	BS 6	0.745
	BS 7	0.720
	BS 8	0.429

Source: Primary data processed, 2024

a.

The composite reliability value should exceed 0.80, and the Average Variance Extracted (AVE) should be above 0.50 for all constructs to meet the criteria of reliability. If one AVE is less than 0.50, this indicates that the corresponding variable Y does not meet the reliability criteria.

Table 4. Composite reliability and AVE

Variable	CA	CR	AVE
Business sustainability	0.847	0.860	0.440
Digital marketing adoption	0.815	0.839	0.567
Digital transformation	0.838	0.853	0.538
Innovation ecosystem readiness	0.827	0.849	0.386

Source: Primary data processed, 2024, Note: CR=Composite reliability, AVE=Average variance extracted

Table 3. Discriminant validity (Cross Loading)

Construct	Business sustainability	Digital marketing adoption	Digital transformation	Digital transformation in digital marketing adoption	Digital transformation on innovation ecosystem readiness	Innovation ecosystem readiness
BS 1	0.629	0.492	0.608	-0.104	-0.043	0.622
BS 2	0.657	0.432	0,.11	-0.002	0.076	0.484
BS 3	0.624	0.388	0.466	-0.113	0.066	0.408
BS 5	0.763	0.399	0.603	-0.083	0.026	0.485
BS 6	0.745	0.374	0.654	-0.065	0.002	0.501
BS 7	0.720	0.414	0.632	-0.033	0.062	0.522
BS 8	0.429	0.284	0.329	-0.053	0.050	0.496
BS 4	0.680	0.448	0.524	-0.013	0.186	0.561
DMA 2	0.385	0.658	0.447	-0.052	0.081	0.438
DMA 3	0.540	0.801	0.470	-0.304	-0.097	0.553
DMA 4	0.465	0.784	0.462	-0.285	-0.071	0.521
DMA X1 to DT Z	-0.073	-0.276	-0.087	1.000	0.722	-0.026
DT 1	0.659	0.494	0.760	-0.078	0.081	0.603
DT 2	0.621	0.439	0.776	-0.149	-0.073	0.508
DT 3	0.721	0.434	0.812	-0.092	-0.038	0.539
DT 4	0.525	0.420	0.636	0.052	0.108	0.679
DT 5	0.503	0.453	0.671	-0.052	-0.003	0.636
IER 1	0.534	0.680	0.491	-0.270	-0.022	0.680
IER 2	0.475	0.492	0.461	-0.125	-0.070	0.684
IER 3	0.425	0.286	0.429	0.000	-0.032	0.581
IER 4	0.429	0.284	0.329	0.053	0.050	0.496
IER 5	0.469	0.355	0.480	-0.006	0.044	0.617
IER 6	0.529	0.396	0.475	0.077	0.112	0.593
IER 7	0.389	0.333	0.455	0.167	0.128	0.600
IER 8	0.525	0.420	0.636	0.052	0.108	0.679
IER 9	0.503	0.453	0.671	-0.052	-0.003	0.636
IER X2 to DT Z	0.075	-0.031	0.022	0.722	1.000	0.057
DMA 1	0.449	0.762	0.465	-0.166	0.011	0.506

Source: Primary data processed, 2024

Test of Structural Model

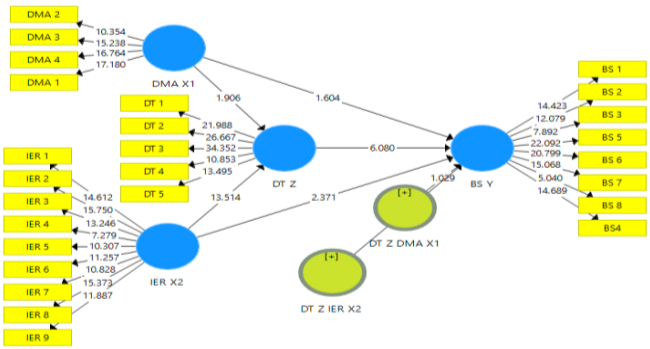
The R-squared values for Digital Transformation and Business Sustainability are 0.663 and 0.729, respectively. This indicates that 72.9% of the variance in business sustainability is explained by factors such as digital marketing adoption, innovation ecosystem readiness, and digital transformation.

Table 6. R-Square value

Variable	R- Square
Business sustainability	0.729
Digital transformation	0.663

Source: Primary Data Processed,2024

Analyzing p-values < 0.05 and critical ratios > 1.96 enables testing of assumptions. The analysis's findings are displayed in Table 7. below



Picture 2. Result SEM-PLS

Table 7. Path coefficient

Construct	Coef.	t-value	p-value	Decision
H1. Digital marketing adoption→ Business sustainability	0.085	1.604	0.109	Rejected
H2. Digital marketing adoption→ Digital transformation	0.124	1.906	0.057	Rejected
H5. Digital transformation→ Business sustainability	0.580	6.080	0.000	Accepted
H3. Innovation ecosystem readiness → Business sustainability	0.236	2.371	0.018	Accepted
H4. Innovation ecosystem readiness → Digital transformation	0.726	13.514	0.000	Accepted

Source: Primary data processed, 2024

Table 8. Indirect Effect

Construct	Coef.	t-value	p-value	Decision
DT Z DMA X1 > Business sustainability	-0,058	1.029	0.304	Rejected
DT Z IER X2 > Business sustainability	0.106	1.503	0.133	Rejected

Source: Primary data processed, 2024

The research examined the impact of digital marketing adoption on MSME sustainability. The initial sample estimate for digital marketing was 0.085, with a significance level above 0.05, demonstrated by a t-statistic of 1.6034 (below the critical t-value of 1.960) and a p-value of 0.109 (above 0.05). Thus, the hypothesis that digital marketing positively affects the sustainability of MSMEs in Jombang was rejected. These findings are consistent with Lusianty & Rojuaniah (2023), who also found that digital marketing adoption does not directly enhance sustainability.

The research also explored the effect of digital marketing adoption on the digital transformation of MSMEs. The initial sample value was 0.580, with a significance level above 0.05, indicated by a t-statistic of 1.906 (below the critical t-value of 1.960) and a p-value of 0.057 (above 0.05). Hence, the hypothesis that digital marketing adoption significantly influences digital transformation in MSMEs in Jombang was rejected. This contrasts with Masrianto et al. (2022), who found significant relationships between digital marketing and digital transformation.

Regarding the influence of the innovation ecosystem on business sustainability, the initial sample value was 0.236, with a significance level below 0.05, as indicated by a t-statistic of 2.371 (above the critical t-value of 1.960) and a p-value of 0.018 (below 0.05). Thus, the hypothesis that innovation ecosystem readiness positively impacts business sustainability was supported, aligning with Wahyudi et al. (2021), who reported a good average sustainability score of 3.76 for MSMEs.

The study also investigated the impact of the innovation ecosystem on digital transformation. The initial sample had a value of 0.726, which was statistically significant with a t-statistic of 13.514 (above the critical t-value of 1.960) and a p-value of 0.00 (below 0.05). Therefore, the hypothesis that the innovation ecosystem positively influences digital transformation was supported, consistent with Masrianto et al. (2022).

The influence of digital transformation on business sustainability was also examined. The results showed an initial sample value of 0.580 with a significance level below 0.05, indicated by a t-statistic of 6.080 (above the critical t-value of 1.960) and a p-value of 0.00 (below 0.05). Hence, the hypothesis was accepted, consistent with Balol et al. (2024), who emphasized the strategic importance of digital transformation in enhancing traditional systems and improving business sustainability.

Furthermore, the influence of digital marketing adoption on the sustainability of digital transformation mediation businesses is also examined. The initial sample value was -0.058, with a significance level above 0.05, indicated by a t-statistic of 1.029 (below the critical t-value of 1.96) and a p-value of 0.304 (above 0.05). Therefore, the hypothesis was rejected. Despite this, digital marketing can still be beneficial for MSME business owners in Jombang Regency, as

maintaining customer relationships is crucial for business continuity.

The result of innovation ecosystem readiness on the sustainability of digital transformation mediation businesses is assessed. The initial sample value was 0.106, with a significance level above 0.05, indicated by a t-statistic of 1.503 (below the critical t-value of 1.960) and a p-value of 0.133 (above 0.05). This suggests a positive but insignificant impact, though digital transformation can still enhance sales volume and reduce poverty among village residents.

Indirect effect in Innovation ecosystem readiness significantly influences business sustainability ($\beta = 0.236$; $p = 0.018$), indicating its importance as a direct predictor. However, based on the available results, there is no evidence supporting its role as a moderating variable in strengthening or weakening the relationship between digital marketing adoption and business sustainability. This implies that while ecosystem readiness contributes directly to sustainability, it does not alter the strength of relationships among other variables in the model. Innovation ecosystem readiness shows a very strong and significant effect on digital transformation ($\beta = 0.726$; $p = 0.000$). Although this suggests that ecosystem readiness is a critical enabler of digital transformation, there is no statistical evidence indicating that it moderates the relationship between digital marketing adoption and digital transformation. Therefore, its role remains as a direct antecedent rather than a moderating variable within this research framework.

Finally, the study demonstrates that digital transformation and innovation ecosystem readiness are the most significant determinants of business sustainability, consistent with the broader literature on digital strategy and ecosystem theory. However, digital marketing adoption does not exhibit a significant direct, mediating, or moderating effect. This finding challenges the assumption that digital marketing alone can drive sustainability and reinforces the perspective that a holistic transformation and ecosystem-based approach are essential. Future research is recommended to incorporate additional mediating and moderating variables to better capture the complexity of digital business environments.

CONCLUSION

The study's conclusions show that among MSME wallet artisans in Jombang, the ecosystem's adoption of digital marketing and innovation has a substantial impact on the sustainability of their businesses. Entrepreneurs can improve a number of factors that will contribute to the sustainability of their business: (1) a more prosperous life, which includes changes in capital, assets, and revenue; (2) quick progress, which includes changes in production costs and customer base; and (3) structural changes, which include changes in workforce size and business locations. In order to achieve business expansion, a number of things must be taken into account, which will show up as workable business plans.

These factors include changes in the workforce's organizational structure, outsourcing, adjustments to the labor force participation index, workforce mergers, providing work experience to independent contractors, customer interactions, and maintaining positive relationships with suppliers. The systematic view described has the following weaknesses: Current research on SDGs in Business sustainability remains limited, indicating that much more research is needed, thus encouraging us to study the current state of affairs from a more general point of view.

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