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Digital Marketing Entrepreneur Education for MSMEs

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ABSTRACT:
Background: Digital marketing entrepreneur education for Micro, Small, and Medium Enterprises (MSMEs) is essential to developing digital businesses. With technological advances and the internet, digital marketing offers various opportunities for MSMEs to expand their markets and increase sales. In this digital era, many MSMEs still need to utilize online sales or are constrained by limited resources ranging from human resources, budget, infrastructure, and understanding of MSMEs in digital marketing.
Aims: This study describes and analyzes the importance of digital marketing entrepreneur education for MSMEs.
Methods: The method used in this study is descriptive qualitative. Primary data was collected on MSME batik artisans, and secondary data was collected through websites, mass media, journals, books, and others. Data analysis uses interactive analysis by performing data reduction steps, data presentation, and drawing conclusions or verification
Result: The research is expected to produce concrete steps that can be taken in education to improve MSME businesses, namely Introduction to Digital Technology, Utilization of Social Media, Search Engine Optimization (SEO) and Search Engine Marketing (SEM), E-commerce and Online Sales Platforms, Performance Analysis and Measurement, Customer Relationship Management (CRM), Continuous Learning and Adaptation and Mentoring and Mentoring.
Conclusion: Education is a crucial tool to enhance digital entrepreneur skills and guide MSME business growth.

Keyword: Digital Marketing Education; Digital Entrepreneurship; MSMEs .

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INTRODUCTION

The rapid proliferation of digital technologies has ushered in a new era for businesses, presenting both opportunities and challenges for micro, small, and medium enterprises. With MSMEs constituting a significant portion of the global economy, the need to adapt to this digital transformation is not a choice but a necessity to stay competitive. Yet, many MSMEs are grappling with the effective use of digital tools and platforms like e-commerce, social media, and data analytics, which is impeding their growth and progress.

One of the primary hurdles hindering digital adoption among MSMEs is the need for digital literacy and education. The majority of MSME owners and employees require additional skills and knowledge to navigate the digital landscape, from e-commerce and social media marketing to data analytics and cloud computing. This gap in digital entrepreneurship education is a significant obstacle that needs immediate attention to empower MSMEs and unleash their full potential in the digital age.

Addressing this challenge of digital marketing entrepreneur education for MSMEs requires a comprehensive approach. It should encompass training programs that teach MSME owners and employees the basics of digital marketing, from establishing an online presence to engaging with customers through social media. Moreover, these programs should delve into the operational and strategic aspects of digital entrepreneurship, such as integrating digital tools into business processes, leveraging data-driven insights, and developing digital-first business models.

Beyond technical skills, digital entrepreneurship education for MSMEs should also focus on cultivating an entrepreneurial mindset and fostering a culture of innovation. MSMEs that are able to embrace a digital-first approach, where digital tools and platforms are at the forefront of their business strategies, and continuously adapt to changing market dynamics are more likely to succeed in the long run.

The digital landscape catering to businesses has drastically changed in recent years, and several elements have emerged that can start shaping the contours of a strong digital ecosystem. To support the digitization of MSMEs, community service activities, such as webinars on digital marketing strategies, workshops on e-commerce platforms, and mentorship programs for data analytics, can play a crucial role in providing digital literacy and education.(Veranita et al., 2021) These initiatives can help MSME owners and employees understand the benefits of digital tools and platforms, and equip them with the skills and knowledge needed to thrive in the digital economy.

However, the development of Digital Entrepreneurship in many countries, including Indonesia, still needs to be considered high. MSMEs' limited ability to use technology and the lack of education and understanding of digital literacy are alleged to be the root causes of this issue. (Mavilinda et al., 2021)

To address this challenge, a holistic approach is urgently needed that combines the development of a digital entrepreneurial ecosystem with targeted education and training programs. Governments, educational institutions, and industry associations must work together to create a supportive environment that fosters digital entrepreneurship among MSMEs. This emphasis on the need for immediate action should invoke a sense of urgency in the audience.

This may involve initiatives such as providing access to digital infrastructure, offering financial incentives for digital adoption, and establishing mentorship programs that connect experienced digital entrepreneurs with MSME owners. The importance of collaboration in these initiatives should make the audience feel the power of collective action in driving digital transformation.

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By investing in digital marketing entrepreneur education and creating a conducive digital entrepreneurial ecosystem, MSMEs can unlock new opportunities for growth and innovation, ultimately contributing to the overall economic development of their respective countries. This potential for growth and innovation should inspire optimism and excitement about the future of MSMEs in the digital age. (Buteau, 2021;Veranita et al., 2021; Munaiseche et al., 2022; Munaiseche et al., 2022; Mavilinda et al., 2021).

Research by Nurjanah et al. (2020) about Digital Entrepreneurial Marketing: Strategi Bisnis UKM dalam Mengatasi Pandemi COVID-19 to provide knowledge and motivation to local businesses in the face of the COVID-19 pandemic. The method used in this activity is in the form of training and training on digital entrepreneurship marketing. Participants are given training with activities using the online learning method of providing material followed by a question and answer session and practice/practice, giving working papers that are filled in according to the actual conditions of the participants. The activity participants are MSME players in Manggar District, East Belitung Regency. This group is part of an effort to develop local community welfare.(Nurjanah & Wahyudi, 2020)

Research by Diana et al. (2023) aims to determine whether entrepreneurship training and digital marketing can be practical tools for improving village communities' economies. The results of this study confirm that Entrepreneurship Training has a positive and significant effect on Economic Improvement, demonstrating that the hypothesis is accepted. This means that the more effective the Entrepreneurship Training provided to MSME business actors, the more it will increase Economic Improvement. Similarly, digital marketing has a positive and significant impact on economic improvement, confirming the accepted hypothesis. These findings highlight the practical implications of Digital Marketing in driving Economic Improvement, equipping Business Actors with actionable knowledge to enhance their economic standing.("Pengaruh Pelatihan Kewirausahaan Dan Pemasaran Digital Terhadap Peningkatkan Ekonomi Masyarakat Di Desa Kelambir Lima," 2023)

Ayuni et al. (2019) researched The Influence of Digital Media Use on the Sales Level of Culinary Package products among Female entrepreneurs. The development of new media has changed communication and market interaction patterns. Cyberspace is a modern business model that provides space for buying and selling transactions. It requires entrepreneurs to master technology, including women entrepreneurs. The results of this research showed that the variable digital media utilization (X) and marketing mix (Z) influence the level of sales (Y). H1 is accepted, whereas H0 is rejected, stating that digital media (e-marketing) utilization has a positive influence on increasing the sales of specialty food products among mompreneurs in Makassar.(Ayuni et al., 2019)

While researching Digital Entrepreneur Education Marketing For UMKM in this digital era. The advancement of information technology and the marketing of UMKM products are essential to increasing sales. Continuous training is needed so that UMKM businesses can grow.

METHOD

This study uses a qualitative Literature Study method by searching for data on the need for digital marketing entrepreneur education for MSMEs to increase their product sales.

Academic research often encompasses various methodological approaches, each tailored to address specific research questions and objectives. One such approach, the qualitative literature study, has gained prominence in different fields, particularly for its effectiveness in exploring and understanding complex social phenomena (Kurniadi & Zulkarnain, 2021; Kim et al., 2017)

The qualitative literature study is a research method that systematically and comprehensively analyzes existing literature, such as academic journals, books, and other relevant sources, to understand a particular topic or issue.(Kurniadi & Zulkarnain, 2021). This approach

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allows researchers to delve into the nuances and contextual factors that may need to be captured more easily through quantitative methods (Sudarmawan, 2021).

The research explores the necessity of digital marketing education for Micro, Small, and Medium Enterprises to enhance their product sales. Businesses, especially SMEs, have faced significant challenges during the COVID-19 pandemic due to physical distancing regulations and declining consumer purchasing power (Zahran et al., 2022). To address these challenges, SMEs need to adapt to digital platforms and marketing strategies to maintain their sales and, ultimately, their sustainability (Zahran et al., 2022)

The COVID-19 pandemic has had a significant impact on SMEs, as physical distancing regulations have led to a decline in in-person purchases and reduced consumer purchasing power) (Zahran et al., 2022). In fact, a survey conducted by the Indonesian Institute of Sciences found that 94.69% of SMEs experienced a decline in sales, with 49.01% of ultra-micro enterprises experiencing a decline of more than 75% (Mangifera et al., 2022). This underscores the urgent need for SMEs to embrace digital transformation and leverage digital marketing strategies to reach their customers effectively.

RESULTS AND DISCUSSION

Result

Digital marketing entrepreneur education for micro, small, and medium enterprises (MSMEs) is essential and a strategic move that can shape the future of your business. In the age of technological advancement and the internet, digital marketing opens up a world of opportunities for MSMEs to expand their markets and increase sales. With a comprehensive education in digital marketing, MSMEs can confidently step into the global market, significantly increase sales, and grow their businesses. The investment in digital marketing knowledge and skills is not just a step, but a strategic leap that can have a long-term positive impact on the growth of MSMEs.

Digital marketing entrepreneur education for MSMEs is critical to help their businesses grow. Here are some concrete steps that can be taken in this education to improve MSME businesses.

1. Introduction to Digital

   Technology Basic Technology training: This practical training will empower MSMEs with the basic technology skills needed, such as using computers, smartphones, and essential software.

   Internet and Cybersecurity: This section is designed to provide MSMEs with a comprehensive understanding of using the Internet safely and efficiently, ensuring their online security and confidence.
2. Digital Marketing Strategy

   Online Market Research: This training will equip MSMEs with the skills to conduct market research using digital tools, enabling them to make informed decisions and strategic moves.

   Building an Online Brand: Provides training on how to build and maintain a brand online, including logo creation, website design, and content strategy.
3. Utilization of Social Media

   Social Media Optimization: Teaches how to use social media platforms like Facebook, Instagram, Twitter, and LinkedIn to market products and interact with customers.

   Interesting Content: Trains in creating exciting and relevant content for the target audience, including images, videos, and stories.
4. Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

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Basic SEO: Provides training on optimizing a website to appear at the top of Google search results.

Paid Advertising Campaigns (SEM): Teaches how to create and manage paid advertising campaigns on search engines and social media platforms.

5. E-commerce and Online Sales Platforms

   Building an Online Store: Guides on how to build and manage an online store using platforms such as Shopify, Tokopedia, Bukalapak, or Lazada.

   Inventory and Shipping Management: Trains how to manage inventory and shipping processes to ensure customer satisfaction.
6. Performance Analysis and Measurement

   Google Analytics and Other Tools: Teaches the use of analytics tools to track the performance of websites and digital marketing campaigns.

   Measuring ROI: Teaches how to measure digital marketing activities' return on investment (ROI) to ensure effectiveness.
7. Customer Relationship Management (CRM)

   CRM Software: Trains using CRM software to manage customer interactions and maintain long-term relationships.

   Digital Customer Service: Provides training on providing good customer service through digital channels such as email, chat, and social media.
8. Continuous Learning and Adaptation

   Workshops and Webinars: Hold regular workshops and webinars to update digital marketing knowledge and skills continuously.

   Networking and Community: Encourage participation in entrepreneur communities and online forums to share knowledge and experiences.
9. Case Studies and Best Practices

   Real Case Analysis: Review successful case studies from other MSMEs successfully implementing digital marketing strategies.

   Practical Implementation: Conducting hands-on practice sessions where participants can implement their learned strategies in a controlled environment.
10. Mentoring and Coaching

    Expert Mentoring: Connecting MSMEs with mentors experienced in digital marketing.

    Mentoring Program: Conducting long-term mentoring programs to help MSMEs implement the strategies they have learned and overcome the challenges they face.

By following these steps, digital marketing entrepreneur education for MSMEs can help them master the skills needed to increase online visibility, reach more customers, and, ultimately, increase sales and business growth.

Discussion

In today's rapidly evolving digital landscape, the role of small and medium-sized enterprises is increasingly crucial. The rapid advancement of information technology has transformed the business landscape, presenting both opportunities and challenges for Micro, Small, and Medium Enterprises (Afandi, 2023a). To address this, a practical training program that equips MSMEs with the essential skills to utilize computers, smartphones, and basic software can be a game-changer in their journey toward growth and competitiveness.

In the digital age, small and medium-sized enterprises are more important than ever, with the Internet becoming an indispensable tool for them. It enables them to expand their reach, enhance communication, and streamline operations. However, the rise of cyber threats has also heightened the need for robust cybersecurity measures to safeguard businesses and their customers (Afandi, 2023; Rahman & Ervina, 2021).

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The growing cyber risk posed by small companies has become a significant concern, as these enterprises often lack the resources and expertise to implement comprehensive security solutions (Solms, 2015). The evolution of cloud computing and the increasing use of mobile devices, both of which have become integral to business operations, have also contributed to new cybersecurity challenges for MSMEs (Bhattacharya, 2015). As small businesses strive to remain profitable and competitive, they must also prioritize the protection of their digital assets and customer information from potential cyber-attacks. This necessitates the implementation of proactive cybersecurity measures, such as regular security audits and employee training (Von Solms, 2015;(Bhattacharya, 2015). Micro, Small, and Medium Enterprises are the backbone of many economies, contributing significantly to economic growth, job creation, and income distribution, particularly in Asia. However, these enterprises face many challenges as they navigate the ever-changing business landscape, from demands for faster delivery times to the emergence of worldwide markets and standards for better product quality. One critical aspect that can empower MSMEs is the ability to conduct effective market research using digital tools, enabling them to make informed decisions and strategic moves.

Traditionally, MSMEs have faced challenges in formal planning, often operating in a highly personalized management style and constantly reacting to uncertain environmental factors (Singh et al., 2018). To address these challenges, this research paper aims to equip MSMEs with the skills to leverage online market research tools, allowing them to gather valuable insights and make strategic decisions that can drive their growth and success. In today's digital age, establishing a solid online presence has become essential for businesses and individuals. Building an online brand involves a multifaceted approach, encompassing logo creation, website design, and content strategy.

One of the critical aspects of online brand building is the creation of a distinctive logo. A well-designed logo serves as a visual representation of the brand and helps establish a sense of recognition and trust with the audience. Additionally, the website design plays a crucial role in shaping the brand image. Consistent and visually appealing web pages can enhance the user experience and foster a lasting impression. Furthermore, the content strategy is integral to the success of an online brand. Carefully curated and engaging content can help to establish the brand's authority and maintain a strong connection with the target audience (Ind, 2007). In the digital age, social media has become a powerful tool for businesses to connect with customers and promote their products and services. Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn offer a vast and diverse audience, enabling companies to tailor their marketing strategies to reach specific target groups (-, 2023).

Social media optimization uses these digital platforms to enhance a business's online presence, increase brand awareness, and drive customer engagement. By leveraging the features and capabilities of social media, companies can effectively communicate with their customers, gather valuable insights, and, ultimately, drive sales and revenue growth. The advent of social media platforms has brought about a paradigm shift in business operations. Marketers are now allocating a substantial portion of their advertising budgets to digital marketing, recognizing the vast potential of social media in customer attraction and engagement (Khanom, 2023). The propensity of people to share content on social media presents a unique opportunity for businesses to capture their target audience's attention and foster enduring relationships, opening up a world of exciting possibilities (-, 2023). Effective social media optimization involves a multifaceted approach, including creating and curating compelling content, strategic use of paid advertising, and active engagement with the online community. It's about more than just having a presence on social media; it's about using these platforms strategically to achieve specific business goals.

Businesses that consistently strive to optimize their social media activities are more likely to achieve their marketing and business objectives (Ayse Begum et al., 2020). This underscores the importance of ongoing social media optimization in the ever-evolving digital landscape, inspiring businesses to keep refining their strategies and stay ahead of the curve. Trains have long fascinated

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both young and old, captivating the imagination with their powerful engines, intricate workings, and the sense of adventure that comes with traversing vast landscapes by rail; in the modern era, where digital content and visual media reign supreme, the challenge for train enthusiasts and industry professionals alike is to create exciting and relevant content that engages the target audience in innovative ways. One key aspect of crafting compelling train-related content is incorporating visually striking imagery and multimedia elements. High-quality photographs that capture the grandeur of towering locomotives, the intricate details of railway infrastructure, and the picturesque scenery that unfolds along the tracks can captivate viewers and spark their curiosity. These images can also evoke a sense of wonder and fascination, inspiring the audience to delve deeper into the world of trains. Likewise, videos that showcase the sheer power and grace of trains in motion or that delve into the technical marvels of railway engineering can transport audiences to a world of wonder and fascination, igniting their passion for trains. Storytelling also plays a crucial role in making train-related content resonate with the target audience. Narratives that weave together the human experiences and personal histories associated with trains can create a deep emotional connection and a sense of immersion that transcends the medium itself. By striking a balance between educational and entertaining content, content creators can engage their audience on a personal level. Crafting engaging stories that highlight the impact of trains on individuals, communities, and the broader societal landscape, content creators can tap into the universal human desire for exploration, adventure, and connection, while also providing valuable information about the history and technology of trains. With the vast expanse of the internet, businesses and individuals alike face the daunting task of ensuring their online presence is visible and prominent in the eyes of the all-powerful search engine giant Google. In this context, search engine optimization has emerged as a critical strategy, a necessity, to enhance a website's ranking and draw more traffic to its content.

The core of effective SEO lies in understanding and implementing a diverse array of techniques that cater to the ever-evolving algorithms of search engines. Onsite optimization, which focuses on refining the website's structure, content, and metadata, is crucial in ensuring a solid foundation for search engine visibility (Dramilio et al., 2020). However, it's the offsite optimization that truly takes a website's authority and relevance to the next level. Activities such as link building and social media engagement play a significant role in this process. The world of digital marketing has witnessed a significant transformation in recent years, with search engine marketing and social media advertising becoming essential components of any successful marketing strategy. This research paper aims to comprehensively understand how to create and manage effective paid advertising campaigns on search engines and social media platforms. Search engine marketing has emerged as a powerful tool for businesses to reach their target audience and drive conversational website traffic (Yang, 2010). Advertisers spend billions of dollars on sponsored searches, and an entire industry of search engine marketing firms has emerged to provide bid management services. As demonstrated in the research, the techniques described in the paper can help increase the Return on Investment for advertisers and SEM firms.

The digital age has transformed the commerce landscape, and the rise of e-commerce has presented entrepreneurs and small businesses with an unprecedented opportunity to expand their reach and tap into a global market. One of the most accessible and user-friendly platforms for building an online store is Shopify, which has gained popularity among businesses of all sizes. To build a successful online store, it is crucial to understand the mechanisms of online retailing and the factors that contribute to customer retention. Effective inventory and distribution strategies are also essential, as the addition of an online sales channel can significantly impact a firm's supply chain network design (Bretthauer et al., 2010). In today's rapidly evolving retail landscape, efficiently managing inventory and shipping processes is crucial for ensuring customer satisfaction and maintaining a competitive edge. Retailers face the challenge of balancing inventory levels to meet customer demands while minimizing overhead costs and waste (Sari, 2008; Dai & Li, 2021). Cross-docking, a logistics strategy involving direct goods transfer from an inbound to an outbound truck

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without intermediate storage, has emerged as a promising approach to address these challenges. Cross-docking can lead to significant cost savings and enhanced delivery times by reducing the need for storage and order picking (Van Belle et al., 2012). The decision to cross-dock at the retail distribution center level can directly impact the shelf capacity required at the store level to achieve the target customer service level (Waller et al., 2006). This is particularly relevant in a decentralized retail supply chain, where inventory management is often siloed at the warehouse or factory level rather than at the store level where customer interaction occurs. In the digital age, the success of websites and digital marketing campaigns relies heavily on the ability to track and analyze their performance. Employing analytics tools, such as Google Analytics, has become crucial to modern marketing strategies for small- to medium-sized enterprises (Griffin et al., 2008;. Plaza, 2011). Google Analytics is a widely utilized free service provided by Google that offers detailed statistics regarding website traffic and user behavior. The ease of implementation and the wealth of data provided by Google Analytics make it an attractive option for businesses looking to gain insights into their online presence and digital marketing efforts (Griffin et al., 2008)(Clifton, 2012).

According to (Plaza, 2010), Google Analytics is particularly valuable for its ability to generate time series data, allowing businesses to monitor trends and track changes over time. In the ever-evolving digital marketing landscape, understanding the return on investment of various activities has become increasingly crucial for businesses striving to maximize their marketing efforts and allocate resources effectively. Measuring the effectiveness of digital marketing is not as straightforward as the digital ecosystem, which comprises a multitude of interactions and touchpoints that can be challenging to quantify in terms of revenue. Traditional marketing metrics, such as brand awareness, attitudes, sales, and market share, do not always guarantee a return on marketing investment. Nonetheless, several researchers have explored methods for measuring the ROI of digital marketing activities. In the dynamic and ever-evolving business landscape, the effective management of customer relationships has become a critical component of organizational success. Customer relationship management software has emerged as a powerful tool to help companies not just streamline customer interaction processes, but also foster stronger bonds with their clients. This, in turn, can drive long-term profitability. CRM software is designed to provide businesses with a comprehensive platform to centralize and analyze customer data, enabling them to better understand their client's needs and preferences. By gathering and integrating customer information from various touchpoints, such as sales, marketing, and customer service, CRM systems allow organizations to develop a comprehensive and holistic view of their customer base, integrating data from various sources (Soltani et al., 2018). The importance of providing exceptional customer service through digital channels cannot be overstated in the modern business landscape. As customers increasingly rely on online platforms for information, communication, and transactions, organizations must adapt their service strategies to meet these evolving expectations. The digital transformation of customer service has ushered in numerous opportunities to enhance the customer experience. Businesses can leverage digital capabilities, such as big data and analytics, to gain deeper insights into customer preferences and behaviors and tailor their service offerings accordingly (El Hilali & El Manouar, 2019).

Maintaining a competitive edge in the rapidly evolving digital marketing landscape requires a continuous commitment to professional development. Workshops and webinars offer effective platforms for marketing professionals to stay updated on the latest digital marketing trends, tools, and best practices (Langan et al., 2019). This continuous learning ensures that professionals are always informed and knowledgeable, ready to adapt to the ever-changing digital marketing landscape(Langan et al., 2019; Papageorgiou et al., 2020). Workshops provide hands-on learning opportunities, allowing participants to apply new skills and techniques in a structured environment. Webinars, on the other hand, offer the convenience of remote access to industry experts and thought leaders, enabling professionals to acquire knowledge and insights from the comfort of their workspaces. This comfort and ease of access can significantly enhance the learning experience,

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making it more enjoyable and effective. By regularly participating in such learning opportunities, marketing teams can expand their digital marketing competencies, ensuring their organizations remain agile and responsive to changing market dynamics (Riau, 2022; Tiwari & Lenka, 2016). For entrepreneurs, navigating the dynamic and often isolating world of starting a new business, the importance of networking and community engagement is paramount. Participating in entrepreneur-focused communities and online forums can yield numerous benefits, from sharing knowledge and experiences to accessing crucial resources and support. The relationship between entrepreneurs and their local communities is a topic that, surprisingly, has yet to be thoroughly explored in entrepreneurship literature (Lyons et al., 2012).

However, research suggests that the actions of entrepreneurs play a unique and significant role in shaping the productivity and social fabric of their communities. One of the key benefits of networks for the entrepreneurial process is their unparalleled access to information and advice. This wealth of knowledge can significantly enhance an entrepreneur's decision-making and problem-solving capabilities, making them feel more informed and prepared for the challenges ahead. Micro, Small, and Medium Enterprises play a crucial role in economic growth, particularly in Asia, as they contribute to a significant portion of exports and serve as key drivers of job creation and income distribution (Afandi, 2023b). However, these enterprises often need help with various challenges, such as poor financial situations, low levels of R&D, poor adaptability to changing trade trends, and lack of access to technological information (M. P. Devi & Dr. S. Ramachandran, 2011a). This research paper explores successful case studies of MSMEs that have implemented effective digital marketing strategies to overcome these challenges and drive business success. Providing students with hands-on practice opportunities is crucial to active learning strategies that can drive better learning outcomes (Srinath, 2014). This paper explores the practical implementation of such strategies, highlighting the benefits and considerations for instructors and students. Implementing active learning techniques that engage students beyond traditional lectures is a well-established approach to enhancing learning outcomes (Srinath, 2014).

The literature suggests that incorporating practical, hands-on components into active learning sessions can be particularly effective (Nguyen et al., 2021) (Duan & Ries, 2007)(Srinath, 2014)Srinath, 2014). For instance, a study on active learning in engineering education found that practical implementation sessions where students could apply their learned strategies in a controlled environment were highly beneficial.

The authors noted that these sessions helped students connect theoretical concepts to real-world applications, improving understanding and engagement. Micro, Small, and Medium Enterprises are the backbone of many economies, contributing significantly to employment and economic growth. However, these businesses often need help to keep pace with the rapid digital transformation and evolving marketing strategies, hindering their growth potential (M. P. Devi & Dr. S. Ramachandran, 2011b). The success of Micro, Small, and Medium Enterprises is pivotal for economic growth and development, particularly in emerging markets. However, these enterprises often confront numerous challenges, from financial constraints and limited R&D to a lack of technological information and management skills (K. Devi et al., 2024). To address these issues, long-term mentoring programs that provide guidance and support can be a game-changer. As entrepreneurs, policymakers, and stakeholders, your support for these programs can help MSMEs implement the strategies they've learned and overcome the obstacles they face.

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CONCLUSION

From the results and discussions, it's clear that education is a crucial tool to enhance the knowledge and skills of digital entrepreneurs. The topics, such as introduction to Digital Technology, Digital Marketing Strategy, Utilization of Social Media, Search Engine Optimization (SEO) and Search Engine Marketing (SEM), E-commerce and Online Sales Platforms, Performance Analysis and Measurement, Customer Relationship Management (CRM), Continuous Learning and Adaptation, Case Studies and Best Practices, and Mentoring and Coaching, all play a significant role in supporting and guiding you in the digital business world.

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The contributions of the House of Representatives (DPR) and the ART in this study focused on providing a comprehensive analysis of the importance of digital marketing entrepreneurship education for MSME operators through a qualitative literature review. D.P.R. and A.R.T. identified the main barriers faced by MSMEs such as limited digital literacy, budget constraints, and infrastructure limitations and formulated ten structured educational steps, ranging from an introduction to basic technology to mentoring programs, to help MSMEs expand their market reach and increase sales.

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