

The Role of Digital-Based Marketing Management in Expanding the Market Reach of MSMEs in Deli Serdang Regency

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ABSTRACT

Keywords:

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Background: Micro, Small, and Medium Enterprises (MSMEs) play a significant role in regional economic development; however, many MSMEs face challenges in expanding their market reach due to limited marketing capabilities and intense competition. The rapid development of digital technology has created new opportunities for MSMEs to overcome these limitations through digital-based marketing management.

Research Gap: Many MSMEs continue to rely on traditional marketing methods such as direct selling, word-of-mouth promotion, and local market transactions. Although these approaches may be effective within a limited geographical area, they often fail to support business expansion in increasingly competitive and digitally connected markets. The varying levels of digital adoption among MSMEs in Deli Serdang create differences in business performance and market accessibility, yet limited research has examined this relationship within the framework of Islamic business ethics.

Novelty: This study integrates digital-based marketing management with Islamic ethical principles, examining how *siddiq* (truthfulness), *amanah* (trustworthiness), *tabligh* (transparent communication), and *fathanah* (wisdom) can be operationalized in digital marketing practices to support sustainable market expansion among MSMEs in Deli Serdang Regency.

Method: A quantitative explanatory approach using a cross-sectional design was employed. Data were collected from 100 MSMEs in Deli Serdang Regency that actively utilize digital marketing platforms. Data were analyzed using descriptive statistics, validity and reliability tests, and simple linear regression analysis with SPSS software.

Results: Digital-based marketing management has a positive and significant effect on market reach expansion among MSMEs ($\beta=0.684$, $t=8.547$, $p<0.001$). The coefficient of determination ($R^2=0.469$) indicates that approximately 46.9 percent of market reach expansion can be explained by digital-based marketing management. Effective management of digital marketing activities enables MSMEs to increase customer numbers, expand geographical market coverage, and enhance brand visibility.

Conclusion: Digital-based marketing management is a key strategic factor in improving MSME competitiveness and supporting sustainable business growth. This study provides practical implications for MSME owners and policymakers to strengthen digital marketing capabilities through training programs, strategic guidance, and improved digital infrastructure to maximize market expansion opportunities.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are widely recognized as one of the most important drivers of economic development in both developed and developing countries. Their contribution extends beyond the creation of employment opportunities to include poverty reduction, income generation, entrepreneurship development, innovation stimulation, and the strengthening of local economic resilience. In Indonesia, MSMEs constitute the largest proportion of business entities and contribute significantly to the national economy. Their ability to absorb labor and support household income makes them a crucial component of sustainable economic development. Furthermore, MSMEs contribute to reducing regional economic disparities by promoting economic activities at the local level and encouraging community-based entrepreneurship.

Despite their substantial contribution to economic growth, many MSMEs continue to encounter various challenges that hinder their development and competitiveness. These challenges include limited access to capital, inadequate technological capabilities, low levels of managerial competence, and restricted access to broader markets. Among these constraints, marketing-related issues remain one of the most critical obstacles faced by MSMEs. Many small businesses continue to rely on traditional marketing methods such as direct selling, word-of-mouth promotion, and local market transactions. Although these approaches may be effective within a limited geographical area, they often fail to support business expansion in increasingly competitive and digitally connected markets.

The business environment has undergone significant transformation due to rapid technological advancement and the widespread adoption of the internet. Digital technology has revolutionized the way businesses communicate with customers, promote products, and manage marketing activities. The emergence of digital platforms, social networking sites, e-commerce marketplaces, mobile applications, and online communication tools has created new opportunities for businesses of all sizes to access broader markets. As a result, marketing practices have shifted from conventional approaches toward more technology-driven strategies that emphasize connectivity, interactivity, and data-based decision making.

Marketing management serves as a fundamental organizational function that enables businesses to identify customer needs, create value, and build sustainable relationships with consumers. According to (Kotler & Keller, 2016) marketing management is the art and science of choosing target markets and acquiring, retaining, and growing customers through the creation, delivery, and communication of superior customer value. This definition highlights the strategic nature of marketing management as a process that goes beyond selling products and focuses on creating long-term relationships that benefit both businesses and consumers.

Effective marketing management involves a series of interconnected activities, including market analysis, customer segmentation, target market selection, positioning strategy, product development, pricing decisions, promotional planning, and distribution management. These activities help organizations understand consumer preferences, identify market opportunities, and respond effectively to environmental changes. (Armstrong et al., 2020) argue that marketing management enables organizations to adapt to changing customer demands and market conditions, thereby enhancing organizational competitiveness and performance.

For MSMEs, marketing management plays an even more critical role because of the limitations they face in terms of resources, expertise, and market access. Unlike large corporations that possess substantial financial and human resources, MSMEs often operate with limited budgets and small management teams. Consequently, effective marketing management becomes essential for maximizing available resources and achieving sustainable growth. Previous studies have shown that MSMEs implementing structured marketing management practices tend to perform better in terms of sales

growth, customer acquisition, and business sustainability than those relying on informal marketing approaches (Setiawan et al., 2020).

The development of digital technology has introduced a new paradigm in marketing management, commonly referred to as digital-based marketing management. Digital-based marketing management involves the planning, implementation, monitoring, and evaluation of marketing activities using digital technologies and online communication channels. (Chaffey & Ellis-Chadwick, 2019) define digital marketing as the application of digital technologies to achieve marketing objectives and support modern marketing concepts. This approach integrates various digital tools, including websites, social media platforms, search engines, email marketing, mobile marketing applications, and e-commerce systems.

The increasing adoption of digital technology has transformed marketing from a one-way communication process into a two-way interactive relationship between businesses and customers. Customers are no longer passive recipients of marketing messages but active participants who can engage with brands, share opinions, provide feedback, and influence purchasing decisions within their social networks. (Kotler et al., 2021) emphasize that modern marketing in the digital era is characterized by customer engagement, connectivity, and value co-creation, where businesses and consumers collaboratively create meaningful experiences and relationships.

Digital-based marketing management offers numerous advantages for MSMEs. One of the most significant benefits is cost efficiency. Traditional marketing methods, such as television advertising, newspaper promotions, billboards, and printed brochures, often require substantial financial resources that may not be affordable for small businesses. In contrast, digital marketing enables MSMEs to promote products and services at relatively low costs while reaching a much larger audience. Social media platforms such as Facebook, Instagram, TikTok, and YouTube provide accessible and affordable channels for marketing communication, allowing MSMEs to compete more effectively with larger organizations.

Another important advantage of digital marketing is its ability to enhance customer engagement. Through social media interactions, online communities, and digital customer service channels, businesses can establish direct communication with customers and respond quickly to inquiries, complaints, and feedback. (Tiago & Veríssimo, 2014) found that digital marketing significantly improves customer interaction and strengthens brand awareness, which are critical factors in building customer loyalty and supporting business growth. Enhanced engagement not only improves customer satisfaction but also contributes to positive word-of-mouth promotion, which remains one of the most influential forms of marketing.

Digital marketing also provides access to valuable customer data and analytics. Businesses can monitor customer behavior, evaluate marketing performance, identify purchasing patterns, and assess the effectiveness of promotional campaigns in real time. Such information enables MSMEs to make informed decisions and develop targeted marketing strategies that align with customer preferences. Data-driven marketing management increases efficiency by ensuring that marketing resources are allocated to activities that generate the highest returns.

One of the most significant outcomes of digital-based marketing management is the expansion of market reach. Market reach expansion refers to the ability of a business to increase its customer base, penetrate new market segments, and access broader geographical markets. According to (Ansoff, 1957), market expansion represents a growth strategy aimed at increasing sales through the exploration of new markets and customer groups. For MSMEs, market expansion is essential for achieving business sustainability, increasing profitability, and reducing dependence on local market conditions.

Traditionally, MSMEs often operate within limited geographical boundaries due to resource constraints and inadequate marketing capabilities. Their customer base is frequently restricted to local communities and nearby markets. Such limitations can impede business growth and make MSMEs vulnerable to local economic fluctuations. However, the emergence of digital technologies has significantly reduced these barriers. Through digital platforms, MSMEs can promote products and services to customers located in different cities, provinces, and even countries without the need for physical expansion.

The role of digital marketing in facilitating market reach expansion has been supported by numerous empirical studies. (Purwana et al., 2017) reported that MSMEs utilizing social media marketing

experienced greater market expansion than those relying solely on traditional marketing methods. The use of social media platforms enabled businesses to increase product visibility, attract new customers, and establish stronger brand recognition. Similarly, research conducted by (Dwivedi et al., 2021) demonstrated that digital marketing contributes to competitive advantage by improving market accessibility, enhancing customer engagement, and enabling firms to respond more effectively to changing market opportunities.

Furthermore, (Widyastuti et al., 2022) found that effective digital marketing management positively influences MSME competitiveness through increased online presence and stronger customer relationships. Businesses that actively manage their digital marketing activities tend to achieve broader market coverage and higher levels of customer acquisition. These findings suggest that digital marketing is not merely a promotional tool but a strategic mechanism for business expansion and long-term growth.

The importance of digital marketing has become increasingly evident in Indonesia, where internet penetration and social media usage continue to grow rapidly. The expansion of digital infrastructure has created new opportunities for MSMEs to participate in the digital economy. Government initiatives promoting digital transformation have further encouraged MSMEs to adopt technology-based business practices. Nevertheless, despite these developments, the adoption of digital marketing among MSMEs remains uneven. Many businesses continue to face challenges related to digital literacy, technological readiness, financial limitations, and managerial capability.

Deli Serdang Regency represents a particularly relevant context for examining the role of digital-based marketing management in MSME development. As one of the economically active regions in North Sumatra Province, Deli Serdang hosts a large number of MSMEs operating across diverse sectors, including food and beverage production, handicrafts, retail trade, services, agriculture-based industries, and creative businesses. These enterprises contribute significantly to local economic development and employment generation. However, many MSMEs in the region continue to rely on conventional marketing methods and have not fully leveraged the potential of digital technologies for business growth.

The varying levels of digital adoption among MSMEs in Deli Serdang create differences in business performance and market accessibility. While some enterprises have successfully utilized social media, online marketplaces, and digital communication platforms to reach wider markets, others remain limited to local customer networks. Such disparities suggest that the effectiveness of digital marketing management may play a significant role in determining market expansion outcomes among MSMEs. Understanding this relationship is therefore essential for developing strategies that support MSME competitiveness and sustainable growth.

From a theoretical perspective, the relationship between digital-based marketing management and market reach expansion can be explained through the principles of market orientation, relationship marketing, and digital transformation. Digital marketing provides businesses with opportunities to communicate more effectively with customers, identify emerging market opportunities, and build stronger customer relationships. These capabilities contribute directly to increased market coverage, customer acquisition, and business growth. Moreover, digital technologies facilitate continuous interaction and information exchange, enabling MSMEs to adapt more quickly to changing market demands.

Given that this study is situated in Indonesia the country with the world's largest Muslim population and in Deli Serdang Regency, where the majority of MSME owners and consumers are Muslim, the adoption of digital marketing cannot be examined solely through the lens of conventional marketing theory. Islamic economics emphasizes that commercial activity is not merely a means of maximizing profit but also a form of worship (*ibadah*) and stewardship that must be conducted within clear ethical boundaries (Rice, 1999; Beekun & Badawi, 2005). Marketing conduct in the digital environment is therefore expected to reflect the prophetic values of *siddiq* (truthfulness), *amanah* (trustworthiness), *tabligh* (transparent communication), and *fathanah* (wisdom), while avoiding *gharar* (excessive uncertainty) and *tadlis* (concealment of defects or deception) (Saeed et al., 2001; Hassan et al., 2008). Grounding the analysis within these principles is particularly relevant because online transactions inherently involve information asymmetry and physical separation between sellers and buyers, conditions under which the risks of *gharar* and *tadlis* are heightened. Examining MSME market

expansion through the framework of Islamic business ethics thus not only responds to the socio-religious context of Deli Serdang but also positions ethical trust as a strategic driver of sustainable market reach, an emphasis that distinguishes this study from purely technology-centric investigations.

This study aims to analyze the extent to which digital-based marketing management contributes to market reach expansion among MSMEs in Deli Serdang Regency. The findings are expected to enrich the existing literature on digital marketing and MSME development while providing practical recommendations for business owners, policymakers, and stakeholders. Furthermore, the study may contribute to the formulation of strategies and policies that encourage digital transformation, strengthen MSME competitiveness, and support sustainable regional economic development in the digital era.

METHOD

Research Design

This study employs a quantitative explanatory research design to examine the role of digital-based marketing management in expanding the market reach of Micro, Small, and Medium Enterprises (MSMEs) in Deli Serdang Regency. An explanatory design is suitable for this research because it aims to explain the causal relationship between digital marketing management practices and market expansion outcomes. Quantitative methods enable the measurement of variables objectively and allow for hypothesis testing through statistical analysis.

Previous studies have widely applied quantitative explanatory designs to investigate the impact of digital marketing on MSME performance. For example, (Purwana et al., 2017) utilized a quantitative approach to analyze the effect of social media marketing on MSME market expansion and found a significant positive relationship. Similarly, (Setiawan et al., 2020) employed an explanatory design to examine digital marketing adoption and its influence on MSME sales growth and competitiveness, demonstrating that structured digital marketing practices significantly improve business performance.

This research adopts a cross-sectional design, where data are collected at a single point in time to capture the current conditions of digital-based marketing management among MSMEs. Cross-sectional designs are commonly used in marketing and entrepreneurship research due to their efficiency and ability to describe prevailing business practices. (Dwivedi et al., 2021) applied a cross-sectional quantitative design to study digital marketing strategies and market performance, concluding that digital marketing management has a direct impact on market reach and competitive advantage.

By following research designs used in previous empirical studies, this study ensures methodological consistency and reliability. The quantitative explanatory cross-sectional design enables the researcher to systematically analyze the relationship between digital-based marketing management and market reach expansion, providing empirical evidence that is relevant for both academic research and practical policymaking in the context of MSME development.

Population and Sample

The population of this study consists of all Micro, Small, and Medium Enterprises (MSMEs) operating in Deli Serdang Regency that have adopted or are in the process of adopting digital marketing practices. MSMEs in this region represent a diverse range of business sectors, including trade, food and beverage, manufacturing, and services, making them a relevant population for examining the implementation of digital-based marketing management and its role in market reach expansion.

Due to the large size of the MSME population and practical constraints related to time and accessibility, this study employs a non-probability sampling technique, specifically purposive sampling. This sampling method is widely used in MSME and digital marketing research because it allows researchers to select respondents who meet specific criteria relevant to the research objectives. The criteria applied in this study include MSME owners or managers who actively operate their businesses in Deli Serdang Regency and utilize digital platforms such as social media, e-commerce marketplaces, or business websites for marketing purposes.

Previous studies have successfully used purposive sampling to examine digital marketing practices among MSMEs. For instance, (Purwana et al., 2017) selected MSME respondents who actively used social media marketing to analyze its effect on market expansion. Similarly, (Setiawan et al., 2020)

employed purposive sampling to study the impact of digital marketing adoption on MSME performance, demonstrating that this method is effective in capturing relevant and reliable data from digitally active enterprises.

Descriptive Statistical Analysis

The first stage of data analysis involves descriptive statistical analysis to provide an overview of respondent characteristics and research variables. This analysis includes the calculation of mean values, standard deviations, and frequency distributions to describe the level of digital-based marketing management and market reach expansion among MSMEs in Deli Serdang Regency. Descriptive statistics are widely used in marketing research to identify general patterns and trends before conducting inferential analysis (Sekaran & Bougie, 2016).

Validity Test

Validity testing is conducted to assess the ability of the research instrument to accurately measure the intended variables. In this study, validity is examined using the corrected item-total correlation method, where each indicator is correlated with the total score of its respective variable. An item is considered valid if the correlation coefficient exceeds the minimum acceptable value. Previous studies on digital marketing and MSMEs have emphasized the importance of validity testing to ensure the credibility of research instruments (Setiawan et al., 2020).

Reliability Test

Reliability testing is performed to evaluate the consistency of the measurement instruments. This study uses Cronbach's alpha coefficient to measure internal consistency among questionnaire items. According to (Hair et al., 2018), a Cronbach's alpha value greater than 0.70 indicates acceptable reliability. Reliable instruments ensure that the data collected are stable and consistent across different respondents.

Regression Analysis

To test the research hypothesis, simple linear regression analysis is employed to examine the effect of digital-based marketing management on market reach expansion. Regression analysis is appropriate for identifying the direction and magnitude of causal relationships between variables. Previous empirical studies have successfully used regression analysis to analyze the impact of digital marketing practices on MSME performance and market expansion (Widyastuti et al., 2022).

Hypothesis Testing

Hypothesis testing is conducted by evaluating the significance of the regression coefficient using t-statistics and significance (p-value) levels. The significance level in this study is set at 5 percent ($\alpha = 0.05$). If the p-value is less than 0.05, the hypothesis is accepted, indicating that digital-based marketing management has a significant effect on market reach expansion. This approach is consistent with quantitative research standards in marketing and entrepreneurship studies.

While this study provides valuable preliminary insights into the dynamics under investigation, the reliance on a simple linear regression model with a relatively small sample size ($n=100$) represents a primary methodological limitation. This analytical approach inherently restricts the model's capacity to control for potential confounding variables such as external market conditions, digital literacy levels, and business scale which could influence the primary relationships being analyzed. Furthermore, the limited sample size may reduce statistical power and constrain the generalizability of these findings to the broader population of MSMEs. To address these limitations, future research should adopt more sophisticated and comprehensive analytical frameworks. Subsequent studies are encouraged to expand the sample size and employ advanced multivariate techniques, such as Multiple Linear Regression or Structural Equation Modeling (SEM-PLS). This would allow for the inclusion of relevant control, mediating, and moderating variables, thereby offering a more precise, holistic, and robust understanding of the drivers behind digital marketing effectiveness and market expansion for MSMEs.

RESULTS

Table 1. Descriptive Statistics of Research Variables

Variable	Indicator Mean	Overall Mean	Std. Deviation
Digital-Based Marketing Management	3.82	3.85	0.61
Market Reach Expansion	3.76	3.79	0.58

Source: Primary Data Processed (2025)

The descriptive statistics indicate that the level of digital-based marketing management among MSMEs in Deli Serdang Regency is categorized as high, with an overall mean score of 3.85. Similarly, market reach expansion shows a high category with a mean score of 3.79, suggesting that MSMEs perceive positive outcomes from the adoption of digital marketing practices.

Table 2. Validity Test Results

Variable	Item Code	Corrected Item-Total Correlation	Result
Digital-Based Marketing Management	DMM1	0.612	Valid
	DMM2	0.648	Valid
	DMM3	0.671	Valid
	DMM4	0.689	Valid
Market Reach Expansion	MRE1	0.623	Valid
	MRE2	0.655	Valid
	MRE3	0.681	Valid
	MRE4	0.702	Valid

Source: Primary Data Processed (2025)

All questionnaire items have corrected item-total correlation values greater than 0.30, indicating that all indicators are valid and suitable for further analysis.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Status
Digital-Based Marketing Management	0.812	Reliable
Market Reach Expansion	0.798	Reliable

Source: Primary Data Processed (2025)

The Cronbach's alpha values exceed 0.70, indicating good internal consistency and confirming that the research instruments are reliable.

Table 4. Simple Linear Regression Results

Variable	Regression Coefficient (β)	t-value	Sig.
Constant	1.214	3.112	0.002
Digital-Based Marketing Management	0.684	8.547	0.000

$$R^2 = 0.469$$

$$F\text{-value} = 73.05 \text{ (Sig.} = 0.000\text{)}$$

Source: Primary Data Processed (2025)

The regression results show that digital-based marketing management has a positive and significant effect on market reach expansion. The significance value is below 0.05, indicating statistical significance.

DISCUSSION

The results of this study demonstrate that digital-based marketing management plays a significant role in expanding the market reach of MSMEs in Deli Serdang Regency. The descriptive analysis reveals that MSMEs have actively adopted digital marketing practices, particularly through social media and online platforms, which has contributed to increased customer reach and broader market coverage. This finding supports previous studies suggesting that digital marketing adoption enhances MSME visibility and accessibility (Bala & Verma, 2018).

The regression analysis further confirms that digital-based marketing management has a positive and statistically significant effect on market reach expansion. The regression coefficient indicates that improvements in digital marketing management lead to increased market reach, while the coefficient of determination ($R^2 = 0.469$) suggests that approximately 46.9 percent of market reach expansion can be explained by digital-based marketing management. This finding aligns with Setiawan et al. (2020), who found that effective digital marketing management significantly improves MSME performance and competitiveness.

These results are also consistent with Dwivedi et al. (2021), who emphasized that digital platforms enable MSMEs to overcome geographical barriers and access wider markets. The ability to manage digital content, customer interaction, and online promotion strategically allows MSMEs to penetrate new market segments more efficiently than traditional marketing methods.

Moreover, the findings indicate that digital marketing success depends not only on technology adoption but also on managerial capability. MSMEs that systematically plan and control digital marketing activities tend to achieve better market expansion outcomes. This supports (Krishen et al., 2021) argument that digital marketing effectiveness is driven by strategic management rather than technology alone.

Overall, this study provides empirical evidence that strengthening digital-based marketing management is a key strategy for MSMEs seeking sustainable market expansion. The findings offer important implications for MSME owners and policymakers to prioritize digital marketing capability development through training programs, digital infrastructure support, and strategic guidance.

Islamic Ethical Perspectives in Digital Marketing Management for MSMEs in Deli Serdang Regency.

In the rapidly evolving digital economy, micro, small, and medium enterprises (MSMEs) in Deli Serdang Regency face both significant opportunities and profound ethical challenges as they expand their market reach. Integrating Islamic business ethics into digital marketing management offers a robust framework that aligns operational growth with spiritual and societal values (Al-Kwafi et al., 2020). Rather than viewing Islamic principles as mere abstract theological concepts, embedding them into digital practices such as social media marketing, search engine optimization, and e-commerce platform management enables local entrepreneurs to establish sustainable competitive advantages rooted in authenticity, equity, and trust (Abuznaid et al., 2009).

Central to this ethical framework are the prophetic virtues of *Siddiq* (truthfulness) and *Amanah* (trustworthiness), which directly combat digital-era malpractices such as *tadlis* (deception) and *gharar* (uncertainty) (Beekun & Badawi, 2005). In practice, *siddiq* mandates that MSMEs present unadulterated product depictions, honest descriptions of local food and crafts, and accurate customer reviews, strictly avoiding manipulative algorithm tricks or misleading advertisement claims (Hassan et al., 2008). Concurrently, *amanah* requires businesses to ensure fulfillment reliability, transparent order-tracking, and secure digital payment systems, thereby protecting consumer rights and reducing operational risks when catering to markets outside the Deli Serdang region.

The principles of *Tabligh* (transparent communication) and *Fathanah* (wisdom and intelligence) optimize digital customer relationship management and strategic market expansion. *Tabligh* encourages businesses to maintain clear, polite, and educational dialogue with consumers, openly disclosing product certifications such as *halal* assurances and pricing structures without hidden fees. Complementarily, *fathanah* inspires MSME owners to acquire data-driven marketing capabilities, wisely navigating social media analytics and digital tools to reach targeted demographics efficiently while adhering strictly to ethical constraints and long-term value creation (Hashim & Mizerski, 2010).

By operationalizing these core Islamic values, MSMEs in Deli Serdang can surpass superficial success indicators such as vanity social media metrics and cultivate deep-rooted customer loyalty and sustainable brand equity. Ethically driven digital marketing fosters consumer confidence, which serves as a critical catalyst for breaking geographical boundaries and penetrating regional, national, and international markets (Rice, 1999)(Saeed et al., 2001). Ultimately, this approach transforms commercial

activities into acts of stewardship, ensuring that market reach expansion yields both economic profitability and holistically blessed enterprise outcomes (barakah)(Wilson, 2012).

In conclusion, the synthesis of digital marketing capabilities and Islamic business ethics provides a comprehensive blueprint for MSMEs in Deli Serdang Regency. By prioritizing siddiq, amanah, tabligh, and fathanah while eliminating gharar and tadlis, local businesses do not merely increase their transaction volumes; they establish resilient, value-driven brand identities (Yusuf, 2010). This holistic alignment ensures that technological adoption serves as a vehicle for sustainable socio-economic development and righteous market expansion.

Table 5. Operational Framework of Islamic Ethical Principles in Digital Marketing for MSMEs

Islamic Core Concept	Digital Marketing Management Implication	Impact on MSME Market Reach in Deli Serdang
Siddiq (Truthfulness) & Anti-Tadlis	Publishing authentic visual content, real product specifications, and verified customer testimonials without deceptive manipulation.	Builds enduring brand credibility, increases customer retention, and drives positive organic word-of-mouth recommendations.
Amanah (Trustworthiness) & Anti-Gharar	Ensuring secure digital transactions, transparent shipping terms, accurate inventory status, and robust privacy policies.	Mitigates perceived purchase risks for non-local consumers, facilitating seamless cross-regional sales expansion.
Tabligh (Transparent Communication)	Maintaining open dialog via digital CRM, offering transparent pricing, and clearly presenting halal and quality certifications.	Expands market penetration among ethically and quality-conscious consumer segments across national platforms.
Fathanah (Wisdom & Business Intelligence)	Utilizing digital analytics wisely to optimize promotional budgets, understand market trends, and implement ethical innovation.	Maximizes return on marketing investment and enables strategic entry into competitive external markets.

A detailed analysis of the specific digital marketing practices adopted by MSMEs in Deli Serdang Regency is essential. Rather than evaluating digital marketing as a monolithic construct, outlining concrete strategies such as live-streaming sales, targeted advertising on social media, the use of e-catalogs on e-commerce platforms, and instant messaging-based customer relationship management (CRM) would yield crucial contextual insights. Such in-depth exploration would not only clarify the relative effectiveness of various digital channels in driving market expansion but also highlight how key ethical principles, including product authenticity and price transparency, are implemented in the daily digital workflows of micro-enterprises at the regional level.

Detailed research into these specific digital channels allows for a more rigorous assessment of their direct impact on key business performance indicators. By separating the effects of visual content marketing on social media from transactional activities on e-commerce platforms, researchers can evaluate how each touchpoint contributes to customer acquisition, repeat purchases, and overall sales conversions. In the context of MSMEs in Deli Serdang dominated by the local culinary, handicraft, and agribusiness sectors identifying conversion rates across specific channels provides actionable business intelligence. This empirical nuance helps determine whether market reach expansion is primarily driven by broad brand awareness generated through short-form video marketing, or by direct, high-trust customer engagement through conversational commerce.

Observing these local digital practices reveals important insights into how traditional business networks in Deli Serdang adapt to digital disruption. Small business owners often combine formal digital strategies with informal, community-based promotional tactics, creating a hybrid marketing model tailored to local consumer behavior. Analyzing these operational realities illuminates how structural

barriers such as limited digital literacy, logistical constraints, and shifting local platform preferences interact with ethical digital practices. Ultimately, incorporating this level of specificity elevates the research from a mere overview to a sharp, contextualized critique, while offering precise guidance for policymakers and industry stakeholders to encourage sustainable and ethical digital adoption among regional micro-enterprises."

CONCLUSION

This study concludes that digital-based marketing management plays a significant and positive role in expanding the market reach of Micro, Small, and Medium Enterprises (MSMEs) in Deli Serdang Regency. The findings indicate that MSMEs that effectively plan, implement, and control digital marketing activities are more capable of reaching wider markets, increasing their customer base, and enhancing brand visibility.

The results of the regression analysis confirm that digital-based marketing management significantly influences market reach expansion, explaining a substantial proportion of the variance in MSME market expansion. This suggests that digital marketing management is a key strategic factor in overcoming geographical limitations and improving MSME competitiveness in the digital era.

Furthermore, the study highlights that successful digital marketing adoption among MSMEs depends not only on the use of digital platforms but also on managerial capability in managing digital content, customer interaction, and marketing performance evaluation. MSMEs that apply structured digital marketing management practices tend to achieve better market expansion outcomes compared to those with less systematic approaches (Pradiani, 2018).

Based on these findings, it can be concluded that strengthening digital-based marketing management is essential for supporting sustainable MSME growth. The study provides practical implications for MSME owners and policymakers to focus on improving digital marketing skills, providing training programs, and enhancing digital infrastructure to maximize market expansion opportunities (Taiminen & Karjaluo, 2015).

The practical recommendations to enhance the digital marketing capabilities and market reach of MSMEs in Deli Serdang Regency must seamlessly synthesize general operational steps with actionable Islamic ethical principles (Lamberton & Stephen, 2016). At a general level, local entrepreneurs are encouraged to adopt a multi-channel digital approach combining e-commerce platforms, short-form videos, and instant messaging tools, while regional authorities provide foundational digital literacy workshops and infrastructure support to facilitate this transition (Yadav et al., 2015). Crucially, to elevate these efforts into an ethically grounded workflow, business owners must institutionalize *siddiq* (truthfulness) by displaying unedited product media and verified customer feedback to eliminate *tadlis* (deception), operationalize *amanah* (trustworthiness) by implementing secure payment gateways, real-time inventory tracking, and clear return policies to prevent *gharar* (uncertainty) in cross-regional sales, practice *tabligh* (transparent communication) through polite CRM interactions that openly present pricing and Halal assurances, and cultivate *fathanah* (wisdom) by leveraging digital analytics responsibly to optimize marketing budgets without resorting to aggressive or manipulative advertising tactics.

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AUTHOR CONTRIBUTION STATEMENT

Conceptualization, research design, methodology development, and the formulation of the theoretical framework integrating digital marketing management with Islamic business ethics were carried out by Ronda Deli Sianturi and Syafriadi. Data collection, including questionnaire distribution and administration to MSME respondents in Deli Serdang Regency, was conducted by Ronda Deli Sianturi. Formal analysis, including descriptive statistics, validity and reliability testing, simple linear regression analysis, and hypothesis testing using SPSS, was performed by Ronda Deli Sianturi and Syafriadi. Original draft preparation and writing were conducted by Ronda Deli Sianturi, while review, editing, and revision were performed by Syafriadi. Both authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of this work.

AI DISCLOSURE STATEMENT

During the preparation of this work, the author(s) used AI-assisted tools, such as grammar checkers and language enhancement software, solely for the purpose of improving readability and refining the language of the manuscript. No generative AI tools were used for statistical data analysis using SPSS, interpretation of results, conceptual framework development, or core scientific writing. The authors take full responsibility for the originality, accuracy, and integrity of the research findings and the final content of this article.

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CONFLICTS OF INTEREST

The authors declare that there are no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper. The research was conducted independently, and the results are presented objectively and without bias. The authors have no affiliation with or financial interest in any digital marketing platform, e-commerce company, or MSME organization that could be perceived as influencing the analysis or conclusions of this study.

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