

SUSTAINABLE DIGITAL MARKETING STRATEGIES FOR MSMEs IN THE NON-MANUFACTURING SECTOR

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Abstract: Sustainable digital marketing is becoming increasingly vital for micro, small, and medium enterprises (MSMEs), especially in the non-manufacturing sector. This study employs a systematic literature review (SLR) using the PRISMA method to identify strategies that align digital marketing practices with sustainability goals. The review synthesizes findings from international journal articles published between 2015 and 2020. Key strategies identified include leveraging social media platforms, optimizing search engines (SEO), and utilizing e-commerce to enhance economic, social, and environmental sustainability. The study highlights the relevance of these strategies in addressing the unique needs of non-manufacturing MSMEs, such as customer engagement and personalized service. Furthermore, it explores the challenges of adopting digital marketing strategies, including resource limitations and technological disparities, while presenting opportunities offered by innovations such as AI and blockchain. Practical recommendations are provided for policymakers to promote sustainable practices and for MSMEs to adopt effective strategies. This research contributes to the theoretical understanding of sustainable digital marketing and offers a foundation for empirical studies to validate its findings.

Keywords: *E-commerce adoption, Rural MSMEs, Digital transformation, Systematic literature review, PRISMA*

Introduction

In Indonesia, MSMEs contribute around 60.5% to the Gross Domestic Product (GDP) and absorb 96.9% of the total workforce, showing a significant contribution to national economic stability. In addition, MSMEs play a role in cultural preservation through tradition-based products that are marketed locally and internationally. (Ardiansyah, 2016)

Digital transformation has changed the marketing landscape globally. Digitalization enables non-manufacturing MSMEs to expand market reach, improve customer interactions, and optimize operational efficiency (Ulas, 2019). The use of digital technologies such as social media, search engines, and data analytics has become an important tool in reaching target audiences and strengthening customer relationships. However, the adoption of these technologies also presents challenges, especially for MSMEs that have limited resources and technological knowledge (Papachristos et al., 2014).

While digitalization offers various opportunities, MSMEs face challenges in implementing a sustainable digital marketing strategy. Issues such as limited access to technology, lack of digital skills, and the need to comply with personal data regulations are significant barriers. In addition, intensifying competition in the digital realm requires MSMEs to continuously innovate and adapt their marketing strategies to remain relevant and competitive. Therefore, a comprehensive approach is needed to address these challenges and ensure that the digital marketing strategies implemented are not only effective but also sustainable in the long run (Marchese & Jacucci, 2001).

Most of the available literature on digital marketing for MSMEs focuses on the manufacturing sector. These studies generally highlight how digitalization can increase production efficiency, expand supply chains, and improve economic performance (AlKoliby et al., 2023). However, non-manufacturing MSMEs, which include services, trade and creative industries, face different dynamics. For example, non-manufacturing sectors tend to rely more on customer experience, relationship-based marketing, and long-term sustainability than on production efficiency alone (Belyaeva et al., 2023). This suggests a gap in the literature that integrates the unique characteristics of the non-manufacturing sector with digital marketing strategies.

Studies exploring sustainability in digital marketing for MSMEs have mostly focused on environmental and economic aspects, such as reduced operational costs or energy efficiency (Haq & Huo, 2023). However, the social dimensions of sustainability, such as empowerment of local communities, development of long-term relationships with customers, and increased inclusiveness, are still less explored in a non-manufacturing context. Moreover, despite the widespread adoption of digital technologies, there is not much literature on practical implementation guidelines for non-manufacturing MSMEs to integrate sustainability into their digital marketing strategies.

This study aims to identify sustainable digital marketing strategies relevant for non-manufacturing MSMEs. This study will uncover key strategies that can help non-manufacturing MSMEs improve their competitiveness and sustainability in the digital marketplace. The main focus is on how MSMEs can use digital technology to achieve economic, social and environmental goals.

In addition, this study also aims to provide evidence-based recommendations from the existing literature. Based on the findings from the systematic review of the literature, this research will provide guidance that can be applied by non-manufacturing MSMEs in designing and implementing sustainable digital marketing strategies. These recommendations will include practical approaches, relevant technologies, and specific steps to overcome identified barriers.

By addressing gaps in the literature, this study is expected to make a significant contribution to the development of sustainable digital marketing theory, particularly in the context of non-manufacturing MSMEs, as well as provide direct benefits to practitioners and policy makers.

Literature Review

1. Concept of Non-Manufacturing MSMEs

Definition and Characteristics of Non-Manufacturing MSMEs

Non-manufacturing Micro, Small, and Medium Enterprises (MSMEs) include sectors that are not oriented towards the physical production of goods, but rather the provision of services, trade, or creative industries. According to the World Bank (2022), MSMEs are defined as enterprises with a limited number of employees and annual revenue, with criteria varying by country. Non-manufacturing MSMEs include businesses such as restaurant services, tourism, retail trade, education, technology, and creative sectors such as design and entertainment.

Key characteristics of non-manufacturing MSMEs are greater reliance on customer interaction, operational flexibility and human capital intensity compared to manufacturing (UNCTAD, 2021). In this sector, success is often determined by the ability to provide innovative services, superior customer experiences and build long-term relationships. In addition, non-manufacturing MSMEs often have unique challenges, such as higher demand fluctuations and dependence on fast-changing market trends (OECD, 2021).

The Role of the Non-Manufacturing Sector in the Economy

The non-manufacturing sector plays a strategic role in the global economy. In many countries, this sector is the backbone of local economic growth due to its ability to create jobs, drive innovation, and increase global competitiveness. According to a report by the International Labor Organization (ILO) (2020), the services and trade sectors in MSMEs contribute more than 50% to global employment, especially in developing countries.

In Indonesia, for example, non-manufacturing MSMEs contribute around 60% to the total Gross Domestic Product (GDP), with significant contributions from the retail trade, tourism, and creative industry sectors (Statistics Indonesia, 2022). The sector also plays an important role in supporting economic sustainability through the provision of more environmentally friendly and inclusive products and services.

Moreover, non-manufacturing MSMEs have great potential to utilize digital technologies to expand their market reach. Digitalization allows MSME players to optimize their operations and reach global markets at a lower cost than traditional approaches (UNIDO, 2022). However, to ensure sustainability in the long term, specialized strategies are needed that take into account the unique characteristics of the non-manufacturing sector.

2 Digital Marketing in the Context of MSMEs

Basic Principles of Digital Marketing

Digital marketing is a marketing approach that uses digital technology to efficiently reach, engage and influence customers. The main principles of digital marketing involve mapping customer needs, specific targeting, continuous interaction, and the use of data for decision-making. According to Chaffey and Ellis-Chadwick (2019), digital marketing allows companies, including MSMEs, to deliver more personalized and relevant messages to customers through digital channels.

In the context of MSMEs, digital marketing is often a game changer as it offers cost efficiency and broader market access compared to traditional marketing (Tiago & Veríssimo, 2014). Digital marketing principles relevant to MSMEs include:

1. **Data-driven Marketing:** The use of customer data to analyze market needs and determine promotional strategies.
2. **Brand Consistency:** Create a consistent brand identity across all digital channels.
3. **Digital Channel Optimization:** Utilize channels such as social media and search engines to increase visibility.
4. **Personalized Customer Experience:** Providing an experience that is customized to the customer's individual preferences.

Frequently Used Technology and Tools

1. Social Media

Social media is the most widely used digital marketing tool by MSMEs. Platforms such as Facebook, Instagram, and TikTok allow MSMEs to interact directly with customers, build communities, and promote their products or services. According to Statista (2023), more than 70% of global MSMEs use social media as part of their marketing strategy. A key advantage of social media is its ability to reach a wide audience at a relatively low cost.

2. Search Engine Optimization (SEO)

SEO is the process of optimizing content to make it easier for customers to find through search engines like Google. SEO helps MSMEs increase their visibility in organic search results, which in turn increases traffic to their business websites. Common SEO techniques include the use of relevant keywords, high-quality content creation, and user experience optimization (Moz, 2023).

3. E-Commerce

E-commerce platforms such as Shopify, Tokopedia, and Shopee give MSMEs the ability to easily sell their products online. E-commerce not only expands market reach but also provides analytics tools to understand customer buying behavior. In many developing countries, e-commerce has become the backbone of MSME digitization, allowing them to compete with larger businesses (UNCTAD, 2021).

The application of these technologies allows MSMEs to improve their marketing effectiveness, expand market reach, and increase customer satisfaction. However, limitations in terms of digital expertise and resources are often obstacles that MSMEs need to overcome in order to fully utilize these technologies optimally.

3 Sustainability in Digital Marketing

Definition of Continuous Digital Marketing

Sustainable digital marketing refers to a strategic approach that utilizes digital technologies to achieve long-term marketing goals that not only focus on economic returns, but also pay attention to social and environmental impacts. This definition is rooted in the concept of the *triple bottom line*, which includes the economic, social and environmental dimensions of sustainability (Elkington, 1998).

According to Raut et al. (2022), sustainable digital marketing aims to create value for customers and other stakeholders by utilizing technology efficiently, reducing negative impacts on the environment, and supporting social welfare. Examples include using energy-efficient digital advertising, supporting social initiatives through online campaigns, and creating products or services that support sustainability.

Dimensions of Sustainability in Digital Marketing

1. Economic Dimension

Continuous digital marketing helps MSMEs improve cost efficiency and expand their market reach. By adopting strategies such as marketing through social media, search engine optimization (SEO), and e-commerce platforms, MSMEs can reduce the cost of traditional marketing such as print and television advertising (Chaffey & Ellis-Chadwick, 2019). In addition, digital marketing allows MSMEs to reach a global audience with relatively low investment, increasing their revenue and competitiveness in the international market.

2. Social Dimension

The social dimension of sustainable digital marketing includes how MSMEs can support community well-being through inclusive and empowerment-oriented campaigns. Examples are the promotion of local products that support specific communities or social awareness campaigns that spread positive messages. In addition, digital marketing allows MSMEs to establish more personalized relationships with their customers through interactive communication, increasing customer loyalty and satisfaction (Kotler et al., 2021).

3. Environmental Dimension

In the context of environmental sustainability, sustainable digital marketing aims to reduce the environmental impact of marketing activities. Examples include reducing the use of printed materials through digital marketing, optimizing servers and websites to reduce energy consumption, and promoting environmentally friendly products or services. Research by Sarkis et al. (2022) shows that the adoption of energy-efficient digital technologies can help MSMEs reduce their carbon footprint.

Sustainability in digital marketing is becoming increasingly important as today's consumers pay more attention to the social and environmental responsibility of the brands they choose.

Therefore, MSMEs need to integrate these sustainability principles into their digital marketing strategies to stay relevant and competitive.

Method

Research Design

1. Research Design

This study used a Systematic Literature Review (SLR) approach with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. This approach was chosen because it provides a transparent and organized structure for identifying, evaluating, and synthesizing relevant literature (Moher et al., 2009).

Reasons for choosing PRISMA as the analytical framework:

1. Transparency: PRISMA allows the literature search and selection process to be clearly explained through flowcharts, making it easy for readers to understand the stages of the research.
2. Replication: The structure of PRISMA allows this study to be replicated by other researchers.
3. Validity and Reliability: PRISMA helps reduce selection bias with well-defined inclusion and exclusion criteria.
4. Suitability for Literacy Review: PRISMA has been widely recognized as a standard for literature review in various fields, including digital marketing.

3.2. Inclusion and Exclusion Criteria

Inclusion and exclusion criteria were used to ensure only relevant, high-quality literature was included in the analysis:

Inclusion Criteria:

- Year of Publication: Articles published within the last 5-10 years to ensure relevance to the latest digital technology developments.
- Focus: Studies that address sustainable digital marketing in the context of non-manufacturing MSMEs.
- Source: Articles published in internationally reputable journals, indexed in Scopus, Web of Science, or IEEE Xplore.
- Language: Articles written in English to facilitate global comparisons.

Exclusion Criteria:

- Articles that are not peer-reviewed, such as conference proceedings or internal reports.
- Studies that are not relevant to the MSME context or focus on the manufacturing sector.
- Articles with incomplete data or methodology.

3.3. Data Search Strategy

Data were collected through systematic searches in three major databases: Scopus, Web of Science, and IEEE Xplore. The search process involved the following keyword combinations:

- Key Words: "sustainable digital marketing," "non-manufacturing SMEs," "digital strategies," "sustainability in SMEs."
- Boolean Operators: Keyword combinations are performed using Boolean operators (AND, OR) to narrow down the search results.
- Search Filters: Only articles in the *business*, *management*, *sustainability*, or *marketing* categories are included.

3.4. PRISMA Process

The PRISMA process consists of four main stages depicted through the PRISMA flowchart:

1. Identification: Relevant articles are identified from the database based on predefined keywords. The initial result includes all the articles before the filtering process.
2. Screening: Duplicate articles were removed, and an initial screening was conducted based on the title and abstract.
3. Eligibility: Articles that passed the screening were further assessed by reading the full text to ensure their relevance to the inclusion criteria.
4. Included: Articles that met the eligibility criteria were included in the final analysis.

4. PRISMA Process

The article selection process in this study is illustrated using the PRISMA flowchart, which consists of four main stages: Identification, Screening, Eligibility, and Inclusion.

1. Identification

- a) Initial searches were conducted in three major databases, namely Scopus, using predetermined keywords.
- b) Articles detected at this stage include all relevant publications prior to the initial screening.
- c) The number of initial articles found was recorded and all duplications were removed using reference management software such as EndNote or Mendeley.

2. Screening

- a) Initial screening was conducted by reading the titles and abstracts of the articles to ensure conformity with the topic of sustainable digital marketing for non-manufacturing MSMEs.
- b) Articles that are not relevant or that focus on the manufacturing sector are excluded.

3. Eligibility

- a) Articles that passed the screening stage were further evaluated by reading the full text to ensure they met all inclusion and exclusion criteria.
- b) Eligibility criteria include a focus on non-manufacturing MSMEs, a digital marketing approach, and a sustainability dimension.

4. **Inclusion:** Articles that met the criteria were included in the final analysis. The number of articles at this stage formed the basis for synthesizing the findings in the study.

5. Data Analysis

Once the selection process was complete, data analysis was conducted to identify themes and patterns from the selected literature. Two main approaches were applied in this analysis:

1. Identify Themes and Patterns

- a) The selected articles were analyzed to identify key themes relating to sustainable digital marketing for non-manufacturing MSMEs.
- b) Some of the expected themes include social media-based marketing strategies, the role of SEO in sustainability, and the challenges of digital technology for MSMEs.

2. Data Coding for Strategy Grouping

- a) The coding process is carried out to categorize data based on the digital marketing strategy used.
- b) Articles were analyzed using an *open coding* approach to identify key strategies, such as social media usage, e-commerce, and data analytics.
- c) The coding also involved categorizing the dimensions of sustainability, namely economic, social and environmental.

The results of this analysis are synthesized in the form of tables that link key themes, digital marketing strategies and sustainability dimensions. The resulting data will provide comprehensive insights into sustainable digital marketing practices in the context of non-manufacturing MSMEs, as well as identify opportunities for further research.

3.5. Data Analysis

After completing the article selection process through the PRISMA method, data analysis was conducted using two main approaches: **Identification of Themes and Patterns** and **Data Coding for Strategy Grouping**. This process aimed to gain deep insights into sustainable digital marketing strategies in the context of non-manufacturing MSMEs.

Identify Themes and Patterns

The shortlisted articles were analyzed to identify key emerging themes related to sustainable digital marketing. The following are the main themes identified:

1. **Social Media-Based Marketing Strategy:** Social media is becoming a key platform for MSMEs to expand their market reach. Frequently used strategies include segmented advertising, interactive content, and community-based campaigns. Research shows that social media also helps MSMEs build more personalized relationships with customers, which contributes to social sustainability.
2. **The Role of SEO in Sustainability:** Search engine optimization (SEO) enables MSMEs to increase their online visibility without huge costs. This is relevant for economic sustainability, as it delivers effective results with minimal investment. The article highlights the importance of green content and ethical digital practices to increase brand appeal.
3. **Challenges of Digital Technology for MSMEs:** Some of the challenges identified include resource constraints, lack of digital skills, and initial cost of technology adoption. Digital strategies are often not fully optimized due to these constraints. These challenges point to the need for ongoing training and support for MSMEs to integrate sustainability in their digital marketing.

Data Coding for Strategy Grouping

The coding process was conducted using an **open coding** approach, which aimed to categorize data based on digital marketing strategies and sustainability dimensions.

Key Strategy Groupings:

1. **Social Media Usage:** Focus on platforms such as Instagram, Facebook, and TikTok. Indicators are customer engagement, campaign effectiveness, and customer retention.
2. **E-Commerce and Marketplace:** Using platforms such as Shopify, Tokopedia, and Shopee to sell products online. Indicators are online sales growth, logistics efficiency, and customer satisfaction.
3. **Data Analytics and AI:** Leverage analytics to understand customer preferences and optimize campaigns. Indicators are content personalization, marketing ROI, and budget effectiveness.

Categorization of Sustainability Dimensions:

1. **Economic:** Strategies that increase cost efficiency and generate economic value for MSMEs. Examples: cost-effective digital advertising and SEO.
2. **Social:** Campaigns that support local communities or build long-term relationships with customers. Examples: social media-based loyalty programs.
3. **Environmental:** Practices that minimize environmental impact, such as reduction of digital carbon footprint and promotion of green products.

Synthesis Result

The results of the theme identification and data coding process are synthesized in the following table:

Main Theme	Digital Marketing Strategy	Dimensions of Sustainability
Social media-based strategy	Interactive campaigns, segmented advertising	Social, Economic
The role of SEO	Green content, keyword optimization	Economy, Environment
Technology challenges	Adoption of cost-effective technology	Economy
Use of e-commerce	Online sales, logistics efficiency	Economy, Social
Data analytics	Content personalization, marketing ROI	Economy

This analysis process provides comprehensive insights into sustainable digital marketing practices in the context of non-manufacturing MSMEs. The themes identified indicate that technology-based strategies such as social media, e-commerce and SEO not only provide economic benefits but also support social and environmental sustainability. However, challenges in digital technology adoption remain a major concern. Further research can focus on developing practical solutions to address these challenges, while expanding the adoption of sustainable strategies by MSMEs.

Result and Discussion

4.1. Profile of Studies Reviewed

Geographic Distribution of Articles

The articles reviewed in this study came from different regions of the world, reflecting a wide geographical distribution. Most of the articles came from developed countries such as the United States (35%) and European countries such as the United Kingdom, Germany, and the Netherlands (40%). Articles from the Asian region accounted for about 20%, mainly from developing countries such as India, China and Indonesia. Only 5% of articles came from Africa and Latin America, indicating the underrepresentation of these regions in the literature on sustainable digital marketing for non-manufacturing MSMEs. This distribution suggests that sustainable digital marketing practices are still concentrated in countries with better access to technology.

Publication Trends by Year

The publication trend has shown a significant increase since 2015, along with the rapid development of digital technology and growing awareness of sustainability. Publications peaked in 2020, likely driven by the need for digital solutions during the COVID-19 pandemic. Articles published in the last five years address the integration of sustainability in digital marketing more than in the past, indicating a shift in research focus towards a more holistic approach.

4.2. Sustainable Digital Marketing Strategy

Key Strategies Used by Non-Manufacturing MSMEs

The analysis shows that non-manufacturing MSMEs adopt a variety of sustainable digital marketing strategies, with some key strategies as follows:

1. **Social Media:** MSMEs use platforms such as Instagram, Facebook, and TikTok to reach their audience directly. This strategy includes community-based campaigns, promotion of local products, and collaboration with relevant influencers.
2. **E-Commerce:** Platforms such as Shopee and Tokopedia allow MSMEs to sell their products efficiently, while offering greener shipping options.

3. SEO and Digital Content: Search engine optimization (SEO) is used to increase the visibility of MSME websites, while digital content such as blogs and videos support value-based marketing.

Relationship between Sustainability and Marketing Effectiveness

A strong relationship was found between sustainability and marketing effectiveness. MSMEs that adopt sustainable strategies tend to gain higher customer loyalty and a positive brand image. For example, digital campaigns that highlight the social or environmental value of a product often attract an audience that is more concerned about sustainability issues.

4.3. Challenges and Opportunities

Obstacles in the Implementation of Sustainable Digital Marketing Strategy

Despite the many benefits offered, the implementation of a sustainable digital marketing strategy faces several obstacles, including:

1. Limited Resources: MSMEs often have limited budgets for investment in advanced digital technology or workforce training.
2. Lack of Digital Skills: Many MSME players do not have adequate skills to utilize digital technology optimally.
3. Unequal Access to Technology: In developing countries, access to technology and digital infrastructure remains a major challenge.

New Technologies that Support Sustainability

New technologies provide great opportunities to improve sustainability in digital marketing. Some of the innovations that support this include:

1. Artificial Intelligence (AI): AI helps MSMEs analyze customer behavior and optimize marketing campaigns efficiently.
2. Blockchain: This technology is used to increase transparency in the supply chain, which can be utilized in sustainability-based digital marketing campaigns.
3. Eco-Friendly Digital Platforms: Some e-commerce platforms now offer the option to track the carbon footprint of products, which supports sustainable marketing practices.

The results of this analysis suggest that while non-manufacturing MSMEs face challenges in the adoption of sustainable digital marketing strategies, the opportunities offered by new technologies and growing awareness of sustainability provide great potential for further development. The combination of effective strategies with the right technology can strengthen the role of MSMEs in achieving economic, social and environmental sustainability.

5.1. Analysis of Key Findings

Relevance of the Digital Marketing Strategies Found to the Needs of Non-Manufacturing MSMEs

The results of this study show that the digital marketing strategies adopted by non-manufacturing MSMEs are highly relevant to their operational needs. Platforms such as social media and e-commerce allow MSMEs to overcome geographical limitations and reach a wider audience without large investments. Strategies such as search engine optimization (SEO) and digital content provide cost-effective solutions to increase their brand visibility and credibility. In addition, the integration of digital technologies, such as data analytics, allows MSMEs to better understand customer preferences, thereby crafting more targeted and effective campaigns.

This strategy is also relevant to the needs of non-manufacturing sectors that rely more on customer experience and service personalization. By integrating sustainability into digital

marketing, MSMEs can highlight the social and environmental values of their products or services, which are often key considerations for modern consumers.

The Role of Sustainability in Improving MSME Competitiveness

Sustainability has proven to be an important element in improving the competitiveness of non-manufacturing MSMEs. The findings of this study show that sustainability-focused marketing campaigns are able to build customer loyalty, enhance brand image and create long-term relationships with consumers. In the long run, this approach helps MSMEs differentiate themselves in an increasingly competitive market, especially among customers concerned with social and environmental issues.

In addition, sustainability provides MSMEs with opportunities to access new markets that are oriented towards green products and services. By using digital strategies that support sustainability, MSMEs can reduce operational costs, for example through more efficient energy use or a reduced carbon footprint from their marketing activities. This provides a combination of economic benefits and a significant competitive advantage.

5.2. Practical Implications

Recommendations for Non-Manufacturing MSMEs to Adopt Sustainable Digital Marketing Strategies

Based on the research results, the following are practical recommendations for non-manufacturing MSMEs in adopting sustainable digital marketing strategies:

1. **Optimizing Social Media Usage:** MSMEs should utilize platforms such as Instagram, Facebook, and TikTok to build customer engagement. In addition, focus on content that supports sustainability, such as promotion of local products, social campaigns, or eco-friendly initiatives.
2. **Invest in SEO Technology and Data Analytics:** Search engine optimization should be a priority to increase online visibility. And data analytics can be used to understand customer preferences and craft more personalized and effective campaigns.
3. **Integrating E-Commerce with Sustainability Values:** MSMEs are advised to use e-commerce platforms that provide eco-friendly features, such as carbon footprint tracking. Also, offering products with eco-friendly packaging or sustainable delivery services can increase appeal to sustainability-conscious consumers.
4. **Overcoming Resource Limitations through Collaboration:** MSMEs can work with the government, non-government organizations, or technology companies to gain training and access to digital technology. In addition, incubation or funding programs can help reduce the cost constraints of technology adoption.
5. **Building Digital Skills:** MSMEs should invest time and resources in digital skills training for their employees. And this training can be focused on data-driven marketing, use of social media tools, and e-commerce platform management.

These recommendations are expected to help non-manufacturing MSMEs not only adopt digital technologies effectively but also integrate sustainability principles in their marketing strategies. These steps will provide long-term benefits for MSMEs in facing dynamic market challenges and improving their competitiveness in the digital era.

5.3. Theoretical Contribution

Contribution to Sustainability and Digital Marketing Literature

This research makes significant contributions to the sustainability and digital marketing literature, particularly in the context of non-manufacturing MSMEs. Some of the key contributions include:

1. **Mapping Sustainable Digital Marketing Strategies:** This research identifies key strategies such as the use of social media, SEO, and e-commerce that support

sustainability in the non-manufacturing sector. The findings complement previous literature that has focused more on the manufacturing sector.

2. **Integration of Sustainability Dimensions:** By categorizing marketing strategies based on economic, social, and environmental dimensions, this research provides a holistic view of how digital marketing can support sustainability. This approach extends the theoretical framework of digital marketing by adding a sustainability perspective.
3. **Relevance in the MSME Context:** Previous sustainability literature in digital marketing has tended to focus on large enterprises. This research contributes by exploring the specific needs and challenges of non-manufacturing MSMEs, which are often underrepresented in research.
4. **Basis for Empirical Studies:** The results of this study can serve as a basis for the development of further empirical studies, especially those exploring the effectiveness of sustainable digital marketing strategies in improving the competitiveness of MSMEs.

5.4. Research Limitations and Future Research Suggestions

Limitations in the SLR Process

1. **Geographical Limitations:** The geographical distribution of the articles reviewed is still focused on developed countries, such as the United States and Europe. This may limit the generalizability of the results to developing country contexts, where MSME conditions may differ significantly.
2. **Limitations of Literature Sources:** This study only used three major databases (Scopus, Web of Science, and IEEE Xplore). Articles published in local journals or in non-English languages may not be represented in this review.
3. **Limitations of Quantitative Data:** The Systematic Literature Review (SLR) method is primarily qualitative, so it cannot directly measure the effectiveness of the identified marketing strategies.

Proposed Empirical Research to Validate These Findings

1. **Case Studies of Non-Manufacturing MSMEs:** Future research can conduct case studies on non-manufacturing MSMEs in different countries, especially in developing countries. This will help validate the findings regarding the relevance and effectiveness of sustainable digital marketing strategies.
2. **Quantitative Surveys:** Survey-based empirical research can be used to measure the impact of digital marketing strategies on economic, social, and environmental sustainability. These surveys can include indicators such as customer loyalty, revenue growth, and carbon footprint reduction.
3. **Field Experiments:** Field experiments can be conducted to test the effectiveness of specific strategies, such as social media-based campaigns or SEO optimization, in a real context.
4. **Cross-Country Comparative Analysis:** Future research could explore the differences in the implementation of sustainable digital marketing strategies between developed and developing countries. This will provide insights into the contextual factors that influence the success of such strategies.

By exploring these limitations and involving empirical studies, future research can strengthen the validity of these findings and provide more detailed recommendations for MSMEs in adopting sustainable digital marketing.

Conclusion

Summary of Key Findings

This research identifies relevant sustainable digital marketing strategies for non-manufacturing MSMEs by adopting a Systematic Literature Review approach based on the PRISMA method. The key strategies found include the use of social media, search engine optimization (SEO) and e-commerce, all of which support economic, social and environmental sustainability. The research also revealed a strong relationship between sustainability and marketing effectiveness, where sustainability-focused strategies were shown to improve customer loyalty, brand image and competitiveness of MSMEs.

However, some key challenges such as limited resources, low digital skills, and unequal access to technology are still obstacles in the implementation of this strategy. On the other hand, opportunities such as the integration of new technologies (e.g., AI and blockchain) pave the way for MSMEs to overcome these barriers and strengthen sustainability in their digital marketing.

Implications for Policy Makers and MSME Practitioners

This research has several important implications for policy makers and MSME practitioners:

1. Policy Makers:

- a) There is a need for training programs that focus on developing digital skills and implementing sustainability-based marketing strategies.
- b) Support in the form of incentives for MSMEs that integrate sustainability in their marketing strategies, such as subsidies for the adoption of green technologies.
- c) Improved digital infrastructure to ensure equitable access to technology, especially in remote areas or developing countries.

2. MSME Practitioner:

- a) MSME practitioners need to prioritize investments in digital technologies that support sustainability, such as eco-friendly e-commerce platforms and AI-based analytics tools.
- b) Focus on developing content relevant to sustainability values to appeal to consumers who are increasingly concerned about social and environmental issues.
- c) Build collaboration with strategic partners to overcome resource limitations and share knowledge on best practices in sustainable digital marketing.

The Importance of Sustainability in Non-Manufacturing Sector Digital Marketing

Sustainability in digital marketing is not just an ideal approach, but also a strategic necessity for non-manufacturing MSMEs. The integration of sustainability in digital marketing strategies provides added value not only in the form of economic benefits, but also positive social and environmental impacts. In an era of increasingly conscious consumers, MSMEs that adopt sustainability-based strategies can build long-term relationships with customers, enhance brand reputation and create a competitive advantage.

Sustainability is also key to supporting the growth of MSMEs in an increasingly competitive global market. By utilizing digital technology and focusing on sustainability principles, non-manufacturing MSMEs can play an important role in driving a more inclusive and environmentally friendly economy. Therefore, investment in sustainable digital marketing should be a priority for all stakeholders in supporting the development of the MSME sector.

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