

is that sellers only rely on direct sales between sellers and buyers physically (Muditomo and Wahyudi, 2021; Rassool and Dissanayake, 2019). With an appeal from the government launched on March 15, 2020, to carry out social distancing, this has a serious impact on the absorption of MSME products. One of them is the changing behavior of businesspeople or business actors in running their business (Juniwati and Afifah, 2021; Ulas, 2019). The efforts that the government can do are to move MSMEs to run their businesses through an online system (e-marketing) where this will not violate government rules regarding social distancing rules (Ulas, 2019; Demartini et al., 2019).

Through the role of technology, business activities and the distribution of goods can still be carried out (Diandra and Syahputra, 2021). By utilizing digital technology, MSME actors can carry out online sales strategies to increase market size in the existing segmentation (Danuri, 2019; Chaffey, 2006; Ulas, 2019; Esposito and Romagnoli, 2021). So, the online marketing process through electronic technology both marketing and as a form of promoting products and services that reach a wider market and build closer customer relationships so that they can provide satisfaction to consumers (Yulia and Arizona, 2020; Essakly et al., 2019; Strauss, 2009). There are several options for MSME actors to make online sales, including through: social media, e-marketplaces and e-commerce (Ulas, 2019; Demartini et al., 2019; Diandra and Syahputra, 2021; OECD, 2021).

The results of the study can be seen that the social media variable (X1) has a significant effect on the use of digital technology for MSME actors, this can be seen from the results of the t test. MSME actors use social media because they are considered easier to understand and respond quickly than using other variables, namely e-marketplace (X2) and e-commerce (X3). And the results of the study show that simultaneously all the variables in this study have a significant effect on the use of digital technology. Digital technology as an online marketing tool is the most efficient and effective tool for business actors in reaching customers and sales targets (Hilda, 2020; Danuri, 2019). Digital/online marketing has a positive impact on business actors, because with a minimum budget or even free they can advertise products on online platforms (Hilda, 2020; Yulia and Arizona, 2020).

5. CONCLUSION

The purpose of this research is to find out whether social media, e-market place and e-commerce have a significant influence on digital technology in Pontianak City. The magnitude of the coefficient of determination (R square) is 0.675 or equal to 67.5%. This figure means that the social media variable (X1), e-marketplace (X2) and e-commerce (X3) simultaneously have an effect on digital technology (Y), which is 67.5%. This means that these three variables have a considerable influence on the use of digital technology. The results of this study found that social media has a significant role in digital technology, meanwhile e-marketplace and e-commerce do not have a significant effect. Further research can add more respondents so that with the aim of knowing the sales process carried out by MSME actors in Pontianak City and can add different indicators in this study so that significant results can be found for e-marketplace and e-commerce variables.

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