INTISARI

Pengaruh *Digital Marketing* Melalui *Platform* SiBakul Jogja Terhadap Tingkat Penjualan Produk UMKM di Bidang Makanan Selama Masa Pandemi Virus Covid-19 Di Kabupaten Sleman Daerah Istimewa Yogyakarta

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Penelitian ini bertujuan untuk menguji pengaruh Digital Marketing terhadap Tingkat Penjualan melalui *platform* SiBakul Jogja. *Digital Marketing* dengan indikator *Accessibility, Interactivity, Entertainment, Credibility, Irritation,* dan *Informativeness.* Tingkat Penjualan dengan indikator Harga Jual, Permintaaan, Persaingan dan Biaya. Populasi dalam penelitian ini adalah para pelaku UMKM di Kabupaten Sleman DIY yang telah tergabung dengan SiBakul Jogja dan sudah menggunakan program gratis biaya kirim. Teknik pengambilan sampel menggunakan teknik *purposive sampling* dengan 80 responden. Metode analisis data yang digunakan adalah regresi linear sederhana. Hasil pengujian menunjukkan nilai signifikansi pada uji t bernilao 0,00 < 0,05 dan hasil regresi linier sederhana sebesar 0,374. Hal ini berarti variabel *Digital Marketing* berpengaruh positif signifikan terhadap tingkat penjualan melalui sosial media.

Kata Kunci: Digital Marketing, Tingkat Penjualan, SiBakul

ABSTRACT

The Effect Of Digital Marketing Through The Sibakul Jogja Platform On The Sales Level Of MSME Products In The Food Sector During The Covid-19 Virus Pandemic In Sleman Regency, Special Region Of Yogyakarta

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This study aims to examine the effect of digital marketing on the level of sales through SiBakul Jogja platform. Digital marketing indicators are accessibility, interactivity, entertainment, credibility, irritation and informativeness. Sales level indicators are selling price, demand, competition and cost. The population in this study were Micro, Small, and Medium Enterprise (MSME) in Sleman DIY who have joined SiBakul Jogja and have used the free shipping program. The sampling technique used a purposive sampling with 80 respondents. The data analysis method used is simple linear regression. The test results show a significance value on the t-test with a value of 0.00 <0.05 and the results of a simple linear regression is 0.374. This means that the Digital Marketing variable has a positive significant effect on the level of sales through social media.

Keywords : Digital Marketing, Sales Level, SiBakul