

Adoption of the WordPress Content Management System (CMS) as a Strategic Approach to Enhance Digital Literacy Among Marketing MSMEs in Demangan, Yogyakarta

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Abstract

Digital marketing offers Indonesian Micro, Small, and Medium Enterprises (MSMEs) a critical strategy to navigate business challenges in the digital era. These businesses often face limitations in knowledge and economic resources, especially in adopting new technologies. Digital marketing can enhance operational efficiency, reduce costs, and strengthen customer loyalty; however, a lack of innovation and poor technology integration can hinder the global competitiveness of MSMEs. This study aims to analyze the effect of e-commerce digital literacy as a digital marketing medium for MSMEs. Using a descriptive quantitative method, the research focused on MSME actors in the Demangan area of Yogyakarta. The data were analyzed using simple linear regression to test the increase in product/service sales achieved through the WordPress CMS. The data were analyzed using SPSS. The results showed that digital literacy had a significant effect, with a p-value of 0.001, indicating that it successfully increases productivity and turnover for MSMEs.

Keywords: Digital marketing, MSMEs, Digital literacy, Content Management System