Digital Marketing Adoption among Female MSMEs in Dharmasraya: Profile, Platform Choices, and Challenges

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Abstract

This research discusses the use of digital marketing platforms by women MSMEs in Dharmasraya. The objective of the research is to identify the profiles and factors influencing the use of digital marketing platforms by women MSMEs in Dharmasraya Regency. Data is not yet available for this area. This research uses descriptive statistics and multinomial logistic regression on 125 women MSMEs spread across 11 sub-districts in Dharmasraya Regency. Descriptive statistics show that Facebook is the most popular choice. Married status, Telkomsel provider, trading business, individual business type, easily accessible location, purpose of promotion, no website and never experienced fraud are the dominant indicators in the profile of women MSMEs. Multinomial Logistic regression analysis shows that the most influential variables are education, experience of fraud, number of children and business sector. The model comparing the choice of Istagram to Facebook is influenced by the last education, the lower number of children, the trade sector and never having experienced fraud. The age of MSMEs and the experience of never having experienced fraud have more influence on MSMEs using WA than on Facebook users. For WA Business, the higher education factor increases the likelihood of women MSMEs using WA Business compared to Facebook. As for Tiktok, none of the variables affect compared to Facebook users.

Introduction

The role of women in the economy is growing rapidly in the era of globalization, not only a gender equality issue, but also a sustainable development issue. The digitalisation of the economy provides an opportunity for women's contribution to development to be even greater. The McKinsey Global Institute (2020) reports that the potential for increasing the role of women in the economy could add up to $12 trillion to global GDP by 2025.

In Indonesia, women-owned MSMEs contribute about 9.1 percent of GDP in the food, textiles and handicrafts sectors. Women-owned MSMEs account for 64 percent of existing MSMEs (Anjani, 2021). The number of Indonesian women entrepreneurs reached 21 percent, higher than the global average of 8 percent.

During the Covid 19 pandemic, many women entrepreneurs turned to digitalisation to survive, such as using e-commerce platforms to sell their products.. The UNDP Report (2020) states that e-commerce transactions conducted through smartphones will reach IDR 337 trillion in 2021 dan female entrepreneurs are more likely to survive than male entrepreneurs. This is because female entrepreneurs are more likely than men to switch to online sales. 47 per cent of female entrepreneurs sold online during the pandemic, compared to 40 per cent of male entrepreneurs. Despite a drop in income during the pandemic, they did not close their businesses and even started side businesses to sustain their businesses.

Post-pandemic, progress in digitalisation of women's economy continues. This needs to be

scaled up to strengthen sustainable development. However, women MSMEs face many challenges, such as low digital literacy, women's dual roles as household heads and mothers, difficulties in accessing capital from formal institutions, low business management skills, and lack of government support to address the needs of women MSMEs.

In the midst of technological developments, the use of digital marketing platforms can be an effective strategy for MSMEs to expand market reach and increase competitiveness (Mangifera et al., 2022). However, the small number of MSMEs that utilise digital marketing platforms shows the low digital literacy of MSMEs towards the use of digital marketing platforms that can be used in assisting the development of MSME businesses (Ikramuddin et al., 2021; Yosep et al., 2021)

MSMEs also play an important role in the local economy of Dharmasraya Regency. Dharmasraya is a regency on the Trans-Sumatran Road. The economic development of this district has been very rapid following its extension in 2003. The existence of the Trans-Sumatran Road makes the region an important centre for transport and communication. The ease of obtaining and disseminating information is needed in this region. The availability of the Internet is an excellent solution in this regard.

The presence of the Internet in this region is quite good considering the priority areas throughout Sumatra. Internet services themselves are known to provide flexibility for women to work. It is important to understand the factors that influence women to work and do business in this region.

The potential of MSMEs in Dharmasraya Regency, especially those owned by women, has not been fully exploited.   In terms of availability of human resources, there are fewer women than men working in Dharmasraya according to BPS (2021) data. Only 38 per cent of women work in Dharmasraya Regency compared to 62 per cent of men, with the largest number being self-employed, which tends to remain constant each year. This is lower than the national average of 54 per cent. This is worrying as the economy in this region is highly developed and one of the potential areas in West Sumatra.

The availability of internet infrastructure and increasing awareness of the importance of business digitalisation is opening up more opportunities for women to become independent entrepreneurs in the region, but on the other hand, there are still some barriers that prevent Dharmasraya women's MSMEs from developing using digital technology. Some of the barriers to digital marketing include a lack of technological knowledge and skills, high implementation costs, and uncertainty about the benefits of using digital marketing platforms. The local government has made efforts to support the development of women MSMEs.

Unfortunately, detailed data and profiles of Dharmasraya women MSMEs using digital marketing are not yet available. On the other hand, in accordance with UU Cipta Kerja, the government and its supporting sectors in employment generation need gender disaggregated MSME data to facilitate the government and the private sector in targeting policies and programmes to women entrepreneurs, especially in the development of the digital economy that supports sustainable economic growth. The active role of all stakeholders is needed to identify and map the potential of women MSMEs down to the regional level. This is essential to ensure that support and assistance is targeted.

From the above analysis of the development of the digital economy, the condition of the Dharmasraya region, the low participation rate of women working in Dharmasraya and the development of women's MSMEs, in-depth research is needed on the determinants of the use of digital marketing platforms by women-owned MSMEs in Dharmasraya Regency.This is to provide a clearer picture of the development of the use of the digital economy, particularly digital marketing, by women's MSMEs in Dharmasraya.

Literature Review

The discussion on working women started since women's participation in the labour force was specifically analysed by Ester Boserup (1975), but the discussion on women entrepreneurs has developed since 1980 until now (Aldrich, 1989; Brush, 1992; Buttner, 1993; Fischer et al., 1993; Moore, 1990; Orhan & Scott, 2001). Many things cause women to work (Wijayanto & Wulan Sari, 2019), including the impact of the digital economy (Dettling et al., 2017; Lim & Suh, 2019; Singh et al., 2023; Verheul & Thurik, 2001).

One of the uses of the Digital Economy is the use of Digital Marketing Platforms such as Website, Social Media, Email, Whatshapp, Marketing Automation (Gellysa Urva et al., 2022; Nuryati & Bahri, 2022; Priatama et al., 2021; Rahayu et al., 2023; Sunarti et al., 2022). Using a Digital Marketing Platform can increase sales because of the convenience it offers. This convenience influences consumer behaviour, so the increase in online purchases (da Silva Wegner et al., 2023; Kankam, 2022)

The utilisation of the Digital Economy for business has not been optimally carried out by MSMEs, especially MSMEs owned by women (D & Utomo, 2023; Ekuobase & Olutayo, 2016; Fang et al., 2022; Mittal et al., 2018). Women MSMEs face their own challenges in adopting digital technology (Gao et al., 2023). Both technical and knowledge training are needed to improve digital literacy and adoption of digital platforms by women MSMEs(Maina et al., 2023).

Methods

The method used is Descriptive and Quantitative Statistics in the form of Multinomial Logistic Regression which is used to analyse. The decision to use the type of Digital Marketing Platform by Women MSMEs which is influenced by internet facilities, Digital Education and Skills, MSME characteristics, Geographical conditions, Cost and Availability of Subscriptions, Data Security and Privacy, Technology Development.

Multinomial Logistic is a regression method used when the dependent variable is categorical with more than two choices, and the choices are non-ordinal. The model predicts the probability of each outcome category based on the values of the independent variables. In terms of analysing the results, interpretation is done by comparing them with the base outcome. One of the categories of the dependent variable is chosen as the 'baseline' or reference category. The coefficients generated in each analysis for each comparison category are the effects of the independent variables that show how each variable affects the odds of a category compared to the baseline.

In this case the dependent variable has five categories namely WA, WA Business, Facebook, Istaqram and Tiktok and Facebook is used as the baseline, then the model will predict:
- Comparison of the chances of the WA category vs. Facebook.
- Comparison of opportunities for the WA Business category vs. Facebook.
- Comparison of opportunities for the Istagram category vs. Facebook.
- Comparison of opportunities for the Tiktok category vs. Facebook.

The results of this analysis provide a coefficient (log odds) which can be interpreted as a logarithmic change in the odds of a category compared to the baseline, for each unit change in the independent variable.

In accordance with the use of Multinomial Logistic Regression analysis that aims to see the choice of Women's MSMEs in Dharmasraya.

Table Multinomial Logistic Regression

Social Media	Coefficient	Std.err	z	P.|z|
WA				
Level of education	.0599786	.25906	0.23	0.817
Age	.3441675	.3793584	0.91	0.364
Marital Status	-.0063294	1.021985	-0.01	0.995
Children	-.4128299	.6437237	-0.64	0.521
Time using the Internet	-.5384626	.350817	-1.53	0.125
Internet Provider	.0915423	.4422019	0.21	0.836
Business Field	.4127785	.3467486	1.19	0.234
Market Types	-.3210433	.7352212	-0.44	0.662
Business Form	-7.779231	4652.967	-0.00	0.999
Business Scale	-.2856522	.5428087	-0.53	0.599
Geographical Condition	-2.042254	1.271086	-1.61	0.108
Marketplace	-.4037809	.2111009	-1.91	0.056
Website Ownership	.965561	1.097815	0.88	0.379
Purpose of Internet Use	-1.839034	.8635179	-2.13	0.033
Training Attended	.3670524	.2766959	1.33	0.185
Learning Experience	1.526228	.7037818	2.17	0.030
Scammed	1.069581	.4474544	2.39	0.017
_cons	10.02803	4652.969	0.00	0.998
WA Business				
Level of education	1.397727	.6246972	2.24	0.025
Age	-1.278081	.9375592	-1.36	0.173
Marital Status	-.3870249	1.823236	-0.21	0.832
Children	2.092435	1.370071	1.53	0.127
Time using the Internet	-1.385178	.6841862	-2.02	0.043
Internet Provider	.9241556	.6887349	1.34	0.180
Business Field	.1232475	.5560838	0.22	0.825
Market Types	-.128768	1.053584	-0.12	0.903
Business Form	-9.211196	8248.829	-0.00	0.999
Business Scale	1.980395	.9673491	2.05	0.041
Geographical Condition	-22.98792	3184.904	-0.01	0.994
Marketplace	-.7214252	.4229755	-1.71	0.088
Website Ownership	-1.976446	1.730819	-1.14	0.253
Purpose of Internet Use	-1.003404	1.859341	-0.54	0.589
Training Attended	.0684674	.5071945	0.13	0.893
Learning Experience	1.136536	1.029516	1.10	0.270
Scammed	.645594	.713547	0.90	0.366
_cons	28.74646	8842.333	0.00	0.997
Facebook	(base outcome)			
Istagram				
Level of education	.3821412	.2993643	1.28	0.202
Age	-.415315	.448661	-0.93	0.355
Marital Status	-1.066944	.9610193	-1.11	0.267
Children	-.3515956	.7399595	-0.48	0.635
Time using the Internet	-.6994052	.3997586	-1.75	0.080
Internet Provider	.2198422	.4615387	0.48	0.634
Business Field	.392384	.3369647	1.16	0.244

Market Types	.6904144	.5755954	1.20	0.230
Business Form	-9.424798	4280.107	-0.00	0.998
Business Scale	.5716519	.5460698	1.05	0.295
Geographical Condition	-16.9903	2100.734	-0.01	0.994
Marketplace	-.4215533	.2608979	-1.62	0.106
Website Ownership	-.5556202	.8953653	-0.62	0.535
Purpose of Internet Use	-1.697025	.9145527	-1.86	0.064
Training Attended	.265497	.2862069	0.93	0.354
Learning Experience	1.490584	.6696284	2.23	0.026
Scammed	1.128839	.4716816	2.39	0.017
_cons	29.33693	4767.852	0.01	0.995
Tiktok				
Level of education	.0990504	2560.295	0.00	1.000
Age	-5.046591	5384.645	-0.00	0.999
Marital Status	-4.483999	8463.21	-0.00	1.000
Children	9.347722	6891.131	0.00	0.999
Time using the Internet	.4329154	3821.23	0.00	1.000
Internet Provider	3.13232	2328.143	0.00	0.999
Business Field	-1.230781	3757.306	-0.00	1.000
Market Types	-4.984827	16328.39	-0.00	1.000
Business Form	9.206995	23552.5	0.00	1.000
Business Scale	1.829106	5848.514	0.00	1.000
Geographical Condition	-14.27839	20021.48	-0.00	0.999
Marketplace	-2.637998	1407.572	-0.00	0.999
Website Ownersip	5.744982	11173.46	0.00	1.000
Purpose of Internet Use	-14.35435	5369.347	-0.00	0.998
Training Attended	1.260725	2474.552	0.00	1.000
Learning Experience	8.675921	2042.394	0.00	0.997
Scammed	2.500391	4023.769	0.00	1.000
_cons	-5.708177	46148.36	-0.00	1.000

Results and Discussion

This research discusses the use of digital marketing platforms by women MSMEs in Dharmasraya. The purpose of the research is to obtain profiles and factors that influence women MSMEs using digital marketing platforms in Dharmasraya Regency. This is to provide a more detailed picture of the profile of women MSMEs for which data is not yet available. This research uses Descriptive statistics analisys and Multinomial Logistic regression on 125 women MSMEs spread across 11 sub-districts in Dharmasraya Regency.

Descriptive statistics are used to provide a more detailed picture of the profile of women MSMEs in the Regency. Multinomial Logistic Regression is used to examine the type of Social Media Platform that is the most preferred choice of Women MSMEs and what variables influence it. The following are the results of Descriptive Statistic and the Multinomial Logistic analysis using the Stata 17 application

Descriptive Statistics
Social Media

The Digital Marketing Platform as the dependent variable in this study is narrowed down to Social Media which is divided into WA, WA Business, Facebook, Istagram and Tiktok. For the Digital Marketing Platform in the form of a market place, it is separated separately.

Table 1. Description of respondents who use Social Media Digital Marketing Platform

SosialMedia	Freq.	Percent	Cum.
WA	22	17.60	17.60
WABisnis	7	5.60	23.20
Facebook	68	54.40	77.60
Istagram	27	21.60	99.20
Tiktok	1	0.80	100.00
Total	125	100.00	

Source : Authors(2024)

WhatsApp Business is used by only 7 respondents (5.60%), while TikTok is the platform with the fewest users, with only 1 respondent (0.80%). The cumulative percentage shows that the top three platforms (Facebook, Instagram and WA) cover 93.60% of the total respondents, indicating the strong dominance of these platforms in the daily lives of users.It can therefore be concluded that the majority of respondents prefer platforms that are generalised communication and social networking platforms, such as Facebook, to more specific or niche platforms, such as TikTok and WhatsApp.

Level of Education

The level of education affects the competence of using digital marketing applications.

Table 2. Description of respondents based on education level

Education level	Freq.	Percent	Cum.
Elementary School	2	1.60	1.60
Junior High School	15	12.00	13.60
Senior High School	72	57.60	71.20
Diploma	6	4.80	76.00
Graduate	22	17.60	93.60
Post Graduate	8	6.40	100.00
Total	125	100.00	

Source : Authors(2024)

According to the data on the level of education of the respondents, the majority have a high school education (SMA) with 72 people or 57.60% of the total of 125 respondents. Cumulatively, 93.60% of the respondents had at least senior high school education or higher, indicating a relatively high level of education among the respondents. Only a small proportion (6.40%) had less than senior high school education. It can be concluded that women entrepreneurs who own MSMEs have, on average, a high level of education.

Age

Age affects the choice of Digital Marketing Platform.

Tablel 3. Description of respondents based on Age

Years old	Freq.	Percent	Cum.
15-24	27	21.60	21.60
25-34	50	40.00	61.60
35-44	34	27.20	88.80
45-54	11	8.80	97.60
55-64	3	2.40	100.00
Total	125	100.00	

Source : Authors(2024)

According to the age of the respondents, the age group 25-34 is the most dominant with 50 people or 40.00% of the total 125 respondents. This is followed by the 35-44 age group and the 15-24 age group. Cumulatively, 88.80% of the respondents were below the age of 45, indicating that the majority of the respondents are in the productive age group with a significant dominance in the 25-34 age group. This shows that women MSME entrepreneurs in Dharmasraya are women in the productive phase of their lives**.**

Marital Status

Marital status is divided into 3 categories. Married has the largest category at 84.8%.

Table 4. Description of respondents based on marital status

Marital Status	Freq.	Percent	Cum.
Not_married	17	13.60	13.60
Married	106	84.80	98.40
Divorced	2	1.60	100.00
Total	125	100.00	

Source : Authors(2024)

Marital status is a condition that becomes a reason for women to work to earn more income, either involuntarily or voluntarily.

Number of Children

The number of children is a consideration in choosing to use the Digital Marketing Platform. It is assumed that the ease of using digital marketing will help women who have children to do business.

Table 5. Description of respondents based on the number of children

Number of children	Freq.	Percent	Cum.
None	27	21.60	21.60
1-2	68	54.40	76.00
3-5	29	23.20	99.20
more than 5	1	0.80	100.00
Total	125	100.00	

Source : Authors(2024)

Based on the data on the number of children of the respondents, the majority of the respondents had 1-2 children, i.e. 68 persons or 54.40% of the total 125 respondents. The vast majority of respondents were in the 1-2 children group. In summary, most respondents had small families with 1-2 children, while only a few were childless or had more than 5 children.

Time using the Internet

Experience in the form of time using the internet is one of the considerations in doing business using the Digital Marketing Platform.

Table 6. Description of respondents based on length of time using the internet

Length of internet	Freq.	Percent	Cum.
less than 1 year	33	26.40	26.40
1 - 3 years	51	40.80	67.20
3 - 5 years	13	10.40	77.60
More than 5 years	28	22.40	100.00
Total	125	100.00	

Source : Authors(2024)

The most time using the internet is already using the internet for 1 -3 years. Followed by less than 1 year and more than 5 years. This shows that the use of digital platforms by women MSMEs has mostly started since the pandemic of Covid 19.

Internet Provider

The services and facilities provided by internet provider companies are the reason for women entrepreneurs to use the internet.

Table 7. Description of respondents based on internet provider

Provider internet	Freq.	Percent	Cum.
Telkomsel	108	86.40	86.40
IM3	4	3.20	89.60
Axis /XL	11	8.80	98.40
other	2	1.60	100.00
Total	125	100.00	

Source : Authors(2024)

Telkomsel is the most dominant Internet provider used by respondents, while the use of other providers, including IM3 and Axis/XL, is relatively low. This indicates the superiority of Telkomsel in terms of reach or popularity among respondents.

Business Field

The business field is one of the forms and types of activities that carry out communication or promotion directly and indirectly by selecting the use of the Digital Marketing Platform. The business sector that uses the Digital Marketing Platform the most is the trade sector.

Table 8. Description of respondents based on field of business

Business field	Freq.	Percent	Cum.
Trade	113	90.40	90.40
Agriculture	2	1.60	92.00
Livestock	3	2.40	94.40
Industry	1	0.80	95.20
Mining	5	4.00	99.20
other	1	0.80	100.00
Total	125	100.00	

Source : Authors(2024)

Trade is the main activity of the majority of respondents, with other activities such as agriculture, livestock and industry playing a much smaller role. This shows that trade is the main choice of activity for respondents. This is also due to the fact that trade is the easiest sector to use digital marketing platforms..

Types of Markets

Markets by region are divided into 4 types of markets based on location. Rural location is the first supporting factor.

Table 9: Description of respondents by market type

Market type	Freq.	Percent	Cum.
Local	99	79.20	79.20
District	19	15.20	94.40
Inter-provincial	6	4.80	99.20
Inter-country	1	0.80	100.00
Total	125	100.00	

Source : Authors(2024)

The local market is the most dominant compared to other market types. This means that most consumers of women's MSMEs are still in the area around the MSMEs location.

Business Form

The respondents' business forms consisted of Individuals or Firm. From the results of the study, almost 99 per cent of the business forms of women's MSMEs were individual business.

Table 10. Description of respondents based on business form

form of business	Freq.	Percent	Cum.
Individual Business	124	99.20	99.20
Firm	1	0.80	100.00
Total	125	100.00	

Source : Authors(2024)

The majority of units were individual business. This reflects the dominance of individual business in the population analysed.

Business Scale

Business scale is based on the type of business based on the division of MSME businesses, namely Micro, Small, and Medium. Most of the businesses are micro businesses at 58 per cent.

Table 11. Description of respondents based on business scale

Business scale	Freq.	Percent	Cum.
Micro	72	58.06	58.06
Small	40	32.26	90.32
Medium	13	9.67	100.00
Total	125	100.00	

Source : Authors(2024)

Micro-scale means that the business is run with less than 5 employees, reflecting the fact that most women's MSMEs are still sole proprietorships and in the early stages of business.

Geographical Conditions

Geographical conditions are one of the reasons for using the Digital Marketing Platform..

Table 12. Description of respondents based on geographical conditions

Geographical condition	Freq.	Percent	Cum.
Easily travelled	110	88.00	88.00
Somewhat difficult to traverse	15	12.00	100.00
Total	125	100.00	

Source : Authors(2024)

Most MSMEs are in areas that are easily travelled. road conditions in Dharmasraya are on average easy to traverse. This supports the smooth transportation of Dharmasraya Women's MSMEs.

Market Place

The use of Market Place which is distinguished from Social Media by considering the use of

market place is different from the use of social media.

Table 13. Description of respondents based on the Market Place used

marketplace	Freq.	Percent	Cum.
Shopee	7	5.60	5.60
Lazada	2	1.60	7.20
None	116	92.80	100.00
Total	125	100.00	

Source : Authors(2024)

Overall, the data show that the use of marketplaces is still very limited among the women's MSMEs that were analysed.

Website Ownership

Website ownership means that the website used is a website built by the owner for the specific needs of business use. Of the 125 female MSMEs, 19 have a business website.

Table 14. Description of respondents based on website ownership

Website	Freq.	Percent	Cum.
Yes	19	15.20	15.20
No	106	84.80	100.00
Total	125	100.00	

Source : Authors(2024)

The limited number of women MSMEs using websites shows that the adoption of digital marketing is still at the level of simple technology use, as using websites requires a more complex understanding of digital technology.

Device Used

Table 15. Description of respondents based on devices used

Device	Freq.	Percent	Cum.
Smartphones / mobile phones	125	100.00	100.00
Total	125	100.00	

Source : Authors(2024)

The use of smartphones by all respondents and the lack of use of computers indicates that the level of digital marketing management of women's MSMEs is still at an amateur level and has not been managed professionally, usually using a dedicated computer in a separate office space.

Purpose of Internet Use

The purpose of using the Internet in business based on the Badan Pusat Statistik questionnaire is divided into 4 types. From the data below, the use of the internet for promotion is the largest part.

Table 16. Description of respondents based on the purpose of using the internet

Internet Usage	Freq.	Percent	Cum.
Communication	13	10.40	10.40
Promotion	110	88.00	98.40
Business Management	2	1.60	100.00
Total	125	100.00	

Source : Authors(2024)

Overall, the internet is used most to support promotional activities compared to other functions. The use of platforms for promotion shows that women MSMEs rely more on this channel to showcase products and product-related information than others.

Training Attended

Most of the Women MSMEs, although they have used the internet in doing business through the Digital Marketing Platform, have never participated in any training.

Table 17. Description of respondents based on the number of trainings they have attended

Training	Freq.	Percent	Cum.
1	27	21.60	21.60
2 - 3	13	10.40	32.00
More than 4 times	4	3.20	35.20
Never	81	64.80	100.00
Total	125	100.00	

Source : Authors(2024)

This data shows that the majority of women MSMEs have no experience of training, with only a small proportion having a higher frequency of training..

Internet learning experience

From the table above, most respondents learnt about using the Digital Marketing Platform from self-taught or self-learning.

Table 18. Description of respondents based on experience gained

Experience	Freq.	Percent	Cum.
Self-study	98	78.40	78.40
Training	14	11.20	89.60
School/College	13	10.40	100.00
Total	125	100.00	

Source : Authors(2024)

This suggests that the majority of women MSMEs are self-taught in the management of their digital marketing platforms.

Ever been Scammed

Unwanted events are a consideration in using the Digital Platform. Fraud is one of the cybercrimes in the digital world. This can be an obstacle in business development.

Table 19. Description of respondents based on having experienced fraud

fraud	Freq.	Percent	Cum.
Never	102	81.60	81.60
1	12	9.60	91.20
2 - 3	6	4.80	96.00
more than 4 times	5	4.00	100.00
Total	125	100.00	

Source : Authors(2024)

From the available data, most of the female MSMEs or 81.6% have never experienced fraud in their business using the Digital Marketing Platform.

Multinomial Logistic Regression

The results show that the factors that influence the use of Digital marketing platforms are age, latest education, number of children, business field, geographical conditions, website, profit, training and having experienced fraud.

Comparison of the results between the use of WhatsApp business applications Facebook, Instagram and Tik Tok shows that for the third model, namely the comparison of the use of Istagram compared to Facebook as a base line, the last education, the fewer number of children, the trade business sector, never experiencing fraud will make women MSMEs prefer to use Istagram compared to Facebook. The age of women MSMEs and the experience of never experiencing fraud have more influence on women MSMEs using WA compared to women MSMEs using Facebook. For WA Business, the higher education factor will increase the chances of female MSMEs using WA Business compared to Facebook. Meanwhile, for Tiktok, none of the variables influence compared to the choice of female MSMEs using Facebook.

Conclusions

Descriptive Statistics This research provides a more detailed profile of the women MSMEs who are users of digital marketing platforms in the Dharmasraya district. Married status, Telkomsel provider, trade business, individual business type, easy to reach location, purpose for promotion, no website and never experienced fraud are the dominant indicators that have a choice level above 80 per cent which describes the profile of Women MSMEs in Dharmasraya

Facebook ranks first in the number of social media used for promotion, followed by Istagram, WA. WA Business and Tiktok.

In multinomial logistic processing, not all variables have an impact on the dependent variable. Some variables that are significant in influencing the probability of different outcome categories are last education, number of children, and previous experience has a significant effect on several categories with a Facebook baseline.

From the descriptive and multinomial statistical analysis, where education, number of children, experience are the strongest variables for

women MSMEs in Dharmasraya district to choose the type of digital marketing platform. Coupled with the dominant use for promotion, with mobile phone devices, self-learning, the Digital Marketing Platform is still in the first stage of digital literacy, namely digital adoption. This is reflected in using personal WA and not using business WA.

In the future, it is hoped that the Digital Marketing Platform can be used for all work stages, namely more effective business communication, work management and work automation.

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