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Digital Economy in the Development of Small and Medium Enterprises (SMEs) in Indonesia

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Abstract

This article will focus on utilizing the digital economy in increasing the growth of Small and Medium Enterprises (SMEs) in Indonesia. This is in the background of the development of Information and Communication Technology (IPTEK) which is currently globalizing. The use of internet networks is an easy marketing factor for SMEs. One of them is by utilizing social media to increase sales. In addition, several constraints such as capital, networking, and experience are obstacles to market expansion.

Keywords: Digital Economy, Indonesian SMEs

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