

The Influence of Digital Marketing, Marketing Communication, and Sustainability Awareness on Product Competitiveness

*SME Competitiveness
via Digital Marketing
and Communication*

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ABSTRACT

In today's globalized business environment, SMEs must strengthen human resources, adopt technology, and leverage digital marketing to enhance product visibility, sustainable awareness, and competitiveness. This research aims to determine and analyze the effect of digital marketing and marketing communication on the competitiveness of SMEs' products through sustainable awareness of SME players. The sample was 130 respondents. The data analysis in this study uses path analysis to provide a clearer and more comprehensive picture of how various factors affect the competitiveness of SMEs and how marketing strategies can be optimized. These results show that digital marketing and marketing communication have a positive and significant effect on sustainable awareness and product competitiveness. The implications of this research emphasize the importance of digital marketing and marketing communication in increasing sustainable awareness and competitiveness of SMEs' products. The implementation of this research provides training on digital marketing and marketing communication to SMEs players, facilitates access and use of digital platforms for SMEs, and implements effective marketing communication strategies to strengthen sustainable awareness.

Keywords: Digital Marketing, Marketing Communication, SME Competitiveness, Sustainable Awareness.

ABSTRAK

Dalam lingkungan bisnis global saat ini, UMKM harus memperkuat sumber daya manusia, mengadopsi teknologi, dan memanfaatkan pemasaran digital untuk meningkatkan visibilitas produk, kesadaran berkelanjutan, dan daya saing. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh pemasaran digital dan komunikasi pemasaran terhadap daya saing produk UMKM melalui kesadaran berkelanjutan pelaku UMKM. Sampelnya adalah 130 responden. Analisis data dalam penelitian ini menggunakan analisis jalur untuk memberikan gambaran yang lebih jelas dan komprehensif tentang bagaimana berbagai faktor memengaruhi daya saing UMKM dan bagaimana strategi pemasaran dapat dioptimalkan. Hasil ini menunjukkan bahwa pemasaran digital dan komunikasi pemasaran memiliki pengaruh positif dan signifikan terhadap kesadaran berkelanjutan dan daya saing produk. Implikasi penelitian ini menekankan pentingnya pemasaran digital dan komunikasi pemasaran dalam meningkatkan

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kesadaran berkelanjutan dan daya saing produk UMKM. Implementasi penelitian ini memberikan pelatihan pemasaran digital dan komunikasi pemasaran kepada pelaku UMKM, memfasilitasi akses dan penggunaan platform digital bagi UMKM, serta menerapkan strategi komunikasi pemasaran yang efektif untuk memperkuat kesadaran berkelanjutan.

Kata kunci: *Pemasaran Digital, Komunikasi Pemasaran, Daya Saing UMKM, Kesadaran Berkelanjutan.*

INTRODUCTION

Competition in the business world in today's era of globalization is growing rapidly. This certainly makes businessmen, both large and small businesses, must have an advantage and high competitiveness in order to compete with other businesses. To be able to have high advantages and competitiveness, of course, good resources are needed; one of the most important resources is human resources, which have strong competency and competitiveness values in winning the competitive market. Human resources are a determinant of existence and play a role in contributing towards the achievement of business goals effectively and efficiently, therefore, every business needs reliable and quality human resources, including Small and Medium Enterprises (SMEs) actors (Hernández-Perlines et al., 2021).

SMEs must be able to handle global difficulties such as growing product and service innovation, improving human resources and technology, and extending marketing regions in order to be empowered in the face of globalization and intense competition. This is necessary to boost the selling price of SMEs themselves, particularly to enable them to compete with the imported goods that are progressively saturating Indonesia's manufacturing and industrial hubs. Considering that SMEs are the economic sector that is able to absorb the largest workforce in Indonesia. Digital marketing itself plays an important role as a communication and promotion tool for companies to be able to develop and be known by the community (Anggraini, 2025). The existence of digital marketing has a strong influence on increasing sustainable awareness, namely by introducing products sold through social media and providing information related to discounts and attractive offers (Buerke et al., 2017).

Based on the presurvey results, the majority of respondents perceive digital platforms as supportive tools for entrepreneurial activities. Specifically, 83% of respondents agreed that digital platforms make it easier for them to engage in entrepreneurial efforts, while only 17% disagreed. Access to digital platforms was also generally positive, with 67% of respondents reporting that they could easily access these platforms, compared to 33% who experienced difficulties. Furthermore, a substantial proportion of participants, 77%, indicated that they consistently provide detailed information regarding the products they sell to consumers, suggesting a high level of engagement in online marketing practices. These findings collectively highlight that digital platforms are not only accessible but are also actively utilized by respondents to support their entrepreneurial activities and enhance the communication of product information.

The presurvey revealed that not all SMEs in Medan fully understand or utilize digital marketing, reflecting broader challenges in technology adoption, such as limited infrastructure, unstable internet access, and high costs (Peter & Dalla, 2021). Effective marketing communication, which involves exchanging ideas and engaging consumers, is essential for promoting products and achieving business goals. Digital marketing has emerged as a key strategy to enhance competitiveness, particularly for SMEs, by facilitating broader market reach and sustained brand awareness. While many SMEs in Medan recognize the importance of technology in business operations, gaps remain in their ability to leverage digital platforms and marketing communication effectively (Sharabati et al., 2024).

Sustainable awareness is increasingly critical in today's market, as consumers prioritize not only product quality but also sustainability and social responsibility. SMEs that

successfully integrate sustainability into digital marketing can gain significant competitive advantages, both short- and long-term. However, access to technology and digital expertise varies widely among SMEs, creating disparities in competitiveness. Digital marketing and marketing communication can help SMEs build consumer awareness of product sustainability and expand market reach (Otopah et al., 2024).

Research is therefore needed to explore how SMEs in Medan can design digital marketing strategies that effectively incorporate sustainability principles and enhance competitiveness. Current practices often emphasize sales and visibility rather than sustainability, highlighting a gap in integrating environmental, ethical, and social considerations into digital content and campaigns. Local context, including customs, consumer preferences, and environmental conditions, also influences outcomes, underscoring the importance of context-specific research. Existing studies are limited to case studies or surveys, with few long-term analyses tracking SME performance and consumer behavior over time. Addressing these gaps can provide valuable insights for developing more sustainable and competitive SMEs in Medan.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Digital Marketing, Marketing Communication, and Sustainable Awareness

Competitiveness is an essential requirement for businesses to survive and thrive in a dynamic market environment. Chursin and Makarov (2015) argue that competitiveness reflects an organization's effectiveness in producing goods or services relative to other firms in the same market. A company that fails to maintain competitiveness will lose its relevance, as competitive advantage is closely tied to a firm's capacity to provide superior value. Shpak et al. (2019) emphasize three indicators of competitive advantage: product uniqueness, product quality, and competitive pricing. Product uniqueness differentiates a firm's offerings from competitors, while product quality reflects the excellence achieved in production, and competitive pricing demonstrates the company's ability to offer value that remains attractive in the market.

In this context, digital marketing has become a determinant of product competitiveness. Hermawan (2018) and Hutabarat et al. (2024) note that digital marketing, compared to conventional methods, is more cost-effective, reaches broader audiences, and provides detailed data to businesses. Lucyantoro and Rachmansyah (2017) add that digital marketing consists of five dimensions: content marketing, search engine marketing, social media strategies, pull concepts, and push concepts, each of which plays a role in strengthening competitiveness by increasing consumer interaction and visibility. Furthermore, marketing communication is another crucial determinant. Juska (2021) defines marketing communication as strategies used to inform, persuade, and remind consumers of products and brands, while Smith and Taylor (2004) and Morrisian (2015) highlight tools such as advertising, direct marketing, personal selling, and public relations. Together, digital marketing and marketing communication reinforce a company's ability to differentiate its products, sustain consumer interest, and enhance competitiveness.

H1: Digital marketing has a positive and significant effect on sustainable awareness.

H2: Marketing communication has a positive and significant effect on sustainable awareness.

The Determinants of Product Competitiveness

Alongside competitiveness, sustainability awareness is an increasingly important factor for organizational success. Kotler et al. (2014) define sustainable awareness as consumers' ability to recognize and recall a brand under various circumstances, which makes purchase decisions easier and more consistent. Sustainable awareness is built through deliberate strategies, and both digital marketing and marketing communication play a central role in this process (Dwityas et al., 2020; Labanauskaitė et al., 2020). Digital platforms such as social media allow companies to engage directly with consumers,

strengthening recognition and recall. Hermawan (2018) argues that digital marketing not only reduces costs but also allows customers to compare products and store information, making awareness stronger and more consistent. Likewise, the dimensions highlighted by Lucyantoro and Rachmansyah (2017), such as content marketing and social media strategies, are highly relevant for shaping long-term awareness.

Marketing communication is also closely linked to sustainable awareness. Juska (2021) explains that communication can be informative, persuasive, and reminding in nature, each of which contributes to awareness formation. By combining advertising, interactive marketing, sales promotion, and public relations, companies can reinforce consumer familiarity with brands and sustain awareness over time (Smith & Taylor, 2004; Morris, 2015). These activities not only strengthen brand equity but also build trust and credibility in the marketplace. Collectively, digital marketing and marketing communication serve as determinants of sustainable awareness, ensuring that products remain top-of-mind among consumers and that brands maintain a strong market presence.

H3: Digital marketing has a positive and significant effect on product competitiveness.

H4: Marketing communication has a positive and significant effect on product competitiveness.

H5: Sustainable awareness has a positive and significant effect on product competitiveness.

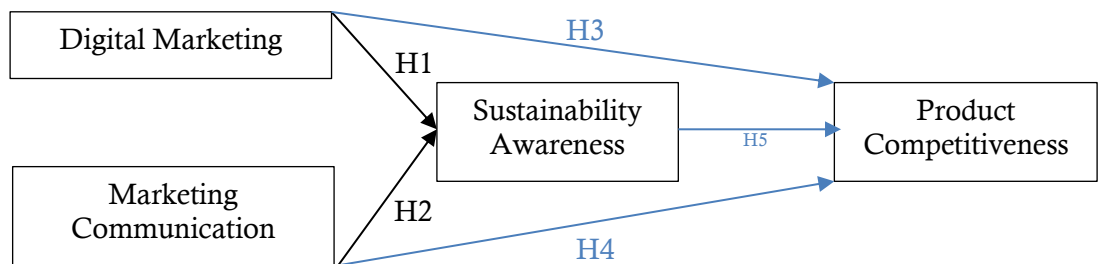


Figure 1. Research Framework

Figure 1 shows that the research framework of this study is designed to explore the complex relationships between digital marketing, marketing communication, sustainable awareness, and product competitiveness. Digital marketing and marketing communication are positioned as key drivers influencing sustainable awareness, reflecting the extent to which companies can engage consumers, disseminate information, and promote environmentally and socially responsible practices. In turn, sustainable awareness is hypothesized to directly enhance product competitiveness by increasing consumer trust, loyalty, and preference for products that are perceived as responsible and high-quality. Additionally, both digital marketing and marketing communication are expected to have direct effects on product competitiveness by enabling broader market reach, targeted messaging, and efficient promotional strategies. Beyond these direct relationships, the framework also posits that sustainable awareness functions as a mediating variable, channeling the influence of digital marketing and marketing communication on product competitiveness.

RESEARCH METHODS

This study uses quantitative approach to examine the effect of digital marketing and marketing communication on product competitiveness through sustainable awareness. The population in this study consists of all SMEs in the city of Medan, totaling 207 SMEs. Determining the sample in this study uses purposive sampling: a data source sampling technique with certain considerations (Sugiyono, 2010). The criteria for sample selection are leading SMEs in the city of Medan with the potential for digitalization, SMEs with

the potential to develop markets, and SMEs that can be directed to provide excellent service to customers. From these criteria, the sample size is 130 outstanding SMEs in Medan City, Indonesia, from one category of outstanding SME products, such as fashion.

Data analysis was conducted using multiple regression analysis. Multiple regression analysis is a statistical technique used to test causal relationships between variables in a model, using SPSS. This technique is often used to understand how one variable affects another, both directly and indirectly, by considering the interconnections between these variables within a larger system. The respondents in this study are SME owners or SME managers. The data source used is primary data by distributing questionnaires and using a Likert scale of 1-5, which ranges from strongly disagreeing to strongly agreeing.

The variables in this study are measured using well-established indicators drawn from previous research. Digital marketing is assessed through five key dimensions: content marketing, search engine marketing, social media strategy, pull concept, and push concept, capturing both the consumer-driven and marketer-driven aspects of online engagement. Marketing communication encompasses nine indicators: messenger, message encoding, the message itself, messaging channels, message recipient, interpreting messages, recipient response, and distractions, reflecting the comprehensive process of creating, transmitting, and interpreting marketing messages effectively. Sustainable awareness is measured with four indicators: brand recall, brand recognition, purchase decision, and consumption, representing the extent to which consumers remember, recognize, and act upon a brand in their purchasing behavior. Product competitiveness is evaluated through three indicators: product uniqueness, product quality, and competitive pricing, capturing the firm's ability to differentiate its offerings and maintain market advantage. Collectively, these indicators provide a robust framework for analyzing the relationships between marketing strategies, consumer awareness, and competitive outcomes.

RESULTS

Based on the validity test results using Pearson Product-Moment, all items in the digital marketing, marketing communication, sustainable awareness, and product competitiveness variables were declared valid. This is indicated by the item correlation values, which range from 0.986 to 0.997, falling into the very high category. Additionally, all significance values are at 0.000 (< 0.01), which means each item is significant in measuring its construct. Thus, all statement items in the questionnaire are suitable for use in the next analysis stage. The results of the validity test in this study can be seen in Table 1.

Table 1. Validity Test

Variable	Test	DM	MC	SA	PC	Unstd. PV	Std. PV
DM	Pearson Correlation	1	0.988**	0.986**	0.990**	0.999**	0.993**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
MC	Pearson Correlation	0.988**	1	0.981**	0.990**	0.994**	0.993**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
SA	Pearson Correlation	0.986**	0.981**	1	0.993**	0.987**	0.997**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
PC	Pearson Correlation	0.990**	0.990**	0.993**	1	0.992**	0.996**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
Unstd. PV	Pearson Correlation	0.999**	0.994**	0.987**	0.992**	1	0.995**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
Std. PV	Pearson Correlation	0.993**	0.993**	0.997**	0.996**	0.995**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Note: DM= Digital Marketing, MC= Marketing Communication, SA=Sustainable Awareness, PC=Product Competitiveness, Unstd. PV=Unstandardized Predicted Value, Std. PV= Standardized Predicted Value.

Before further analysis of the research data can be conducted, a reliability test needs to be performed to ensure that the research instrument used has a good level of consistency

in measuring the variables being studied. The purpose of the reliability test is to see how trustworthy the measurement results are with the instrument and whether they provide stable results when used repeatedly. The results of the reliability test for this research instrument can be seen in Table 2.

Table 2. Reliability Test

Test	Value
Valid Item (n)	130
Cronbach Alpha	0.997

In this study, a reliability test was conducted using Cronbach's Alpha coefficient with the assistance of SPSS version 21.0 software. An instrument is considered reliable if it has a Cronbach's Alpha value greater than 0.70, indicating that the questionnaire items have good internal consistency. Examining the degree of the association between the independent and dependent variables is one of the primary goals of this study. Regression analysis is one technique used to achieve this, as it enables us to ascertain the degree to which the independent variable may account for the variance in the dependent variable.

Examining the degree of the association between the independent and dependent variables is one of the primary goals of this study. Regression analysis is one technique used to achieve this, as it enables us to ascertain the degree to which the independent variable may account for the variance in the dependent variable. The coefficient of determination (R^2) is a crucial metric in regression analysis. The percentage of the dependent variable's volatility that the independent variable in the model can account for is known as the coefficient of determination.

The more accurately the regression model explains the relationship between the two variables, the higher the R^2 score. Data on the regression analysis's coefficient of determination, which shows how well this model accounts for the variance in the dependent variable, will be shown in the following. It is anticipated that these data will help to clarify the advantages and disadvantages of the correlations between the variables in this investigation.

Table 3. Coefficient of Determination and F Test Equation 1

Test	Value
R	0.987
R Square	0.974
Adjusted R Square	0.973
F-Statistic	2465.413
Sig.	0.000

According to Table 3, digital marketing and marketing communication account for 97.3% of the variation in sustained awareness, as indicated by the Adjusted R Square value of 0.973. This indicates that the two independent variables account for nearly all changes in sustainable awareness, demonstrating the model's excellent predictive power. Other variables not included in the model might have an impact on the 2.7% of the variation in sustainable awareness that remains.

Based on Table 3, the F-statistic value was 2465.413 with a significant level of 0.000 less than alpha 0.05 (5%). With digital marketing and marketing communication factors, the regression model has a considerable impact on sustainable awareness, as indicated by the F-statistic value of 2465.413. The independent factors taken together provide a very good explanation of the variance in sustainable awareness, as indicated by the extremely high F-value. This finding is extremely statistically significant, as indicated by the p-value (Sig.) of 0.000. Digital marketing and marketing communication variables simultaneously have a significant effect on sustainable awareness. The regression model used is reliable in explaining the variation in sustainable awareness based on the two independent variables.

Table 4. T-Test (Partial) Equation 1

Variable	B	Std Error	T-Statistic	Sig.
(Constant)	0.590	0.314	1.881	0.062
Digital Marketing (X1)	0.565	0.096	5.897	0.000
Marketing Communication (X2)	0.608	0.094	6.488	0.000

Based on Table 4, the regression equation (1) is obtained as follows $Z = 0.590 + 0.565X_1 + 0.608X_2$. The degree to which the independent variable affects sustainable awareness is shown by the regression coefficient (B). It is anticipated that sustained awareness will rise by 0.565 units for every unit increase in digital marketing. Brand awareness is predicted to rise by 0.608 units for every unit increase in marketing communication. Each independent variable's strength and direction of influence on sustainable awareness are measured by the Standardized Coefficient (Beta). Marketing communication (Beta = 0.519) and sustainable awareness are moderately impacted by digital marketing (Beta = 0.472). more powerful than digital marketing in raising awareness of sustainability.

Significance and T-statistics (Sig.) The impact of digital marketing on brand recognition is statistically significant ($p < 0.05$), as indicated by $t = 5.897$ with Sig. = 0.000. The impact of marketing communication on sustainability awareness is likewise statistically significant ($p < 0.05$), as indicated by $t = 6.488$ with Sig. = 0.000. This constant is not statistically different from zero in the context of this model, as indicated by the fact that it is not significant at the 0.05 level ($p = 0.062$). This demonstrates that marketing communication and digital marketing both significantly impact sustainable awareness to some extent. Digital marketing is marginally less influential than marketing communication.

To investigate the connections between the variables in the research model, this study used regression and path analysis. Path analysis examined both direct and indirect impacts among variables, whereas regression analysis evaluated the direction and strength of these associations. One important metric was the coefficient of determination (R^2), which demonstrated how much the independent factors account for changes in the dependent variable. The model's explanatory ability increases with its R^2 value. The impact of each variable and the mechanisms underlying their interactions were further elucidated via path analysis. The R^2 values and path analysis findings are shown in the next section, which offers more details on the study's structural relationships and the degree of influence of each variable.

Table 5. Coefficients of Determination Equation 2

Test	Value
R	0.994
R Square	0.988
Adjusted R Square	0.988
F-Statistic	3560.791
Sig	0.000

Based on Table 5, the Adjusted R Square value of 0.988 indicates that 98.8% of the variation in product competitiveness can be explained by brand awareness, digital marketing, and marketing communication. This means that the regression model used has a very high predictive ability, with almost all changes in product competitiveness explained by the three independent variables. The remaining 1.2% may be influenced by other factors not included in the model.

Based on Table 5, it was obtained that the F-statistic value was 3560.791 with a significant level of 0.000 less than alpha 0.05 (5%). The F-calculated value of 3560.791 indicates a very strong effect of the combined predictors (digital marketing, marketing communication, and sustainable awareness) on product competitiveness. This high value suggests that the model explains a substantial proportion of the variance in product competitiveness. The significance level (p-value) of 0.000 is much less than the alpha level

of 0.05. This means the results are highly statistically significant, indicating that the model with the predictors is effective in explaining variations in product competitiveness. The combined effect of digital marketing, marketing communication, and sustainable awareness significantly influences product competitiveness. The model is highly effective in predicting product competitiveness based on these variables.

Table 6. T-Test (partial) Equation 2

Variable	B	Std Error	T-Statistic	Sig.
Constant	0.220	0.217	1.015	0.312
Digital Marketing (X1)	0.395	0.073	5.391	0.000
Marketing Communication (X2)	0.305	0.073	4.156	0.000
Sustainable Awareness (Z)	0.406	0.059	6.859	0.000

Based on Table 6, the regression equation is obtained as follows $Y = 0.220 + 0.395 X1 + 0.305 X2 + 0.406Z$. All three predictors, digital marketing, marketing communication, and sustainable awareness, significantly affect product competitiveness, with brand awareness having the strongest effect.

DISCUSSION

Sustainable awareness is a crucial factor influencing the improvement of products and services, as it enhances consumer confidence in the offerings of a company. It refers to the ability of customers to recognize and remember a brand through logos, colors, or images. Digital marketing plays an important role in strengthening sustainable awareness, as companies are required to remain creative and innovative in their approaches (Pranata & Sinaga, 2023; Rose et al., 2024). Social media platforms, particularly Instagram, are widely used to build and promote brand awareness through advertising. Advertising is a vital element of marketing communication that enables firms to reach a broad audience and rapidly disseminate information about their products, as supported by studies from Lutfiani et al. (2024), Suryana et al. (2024), and Prasajo and Aliami (2024). Further evidence from Mulyani and Hermina (2023), Noviyadi et al. (2024), Sugita and Handayani (2024), and Silalahi and Guna (2024) confirms that digital marketing significantly influences brand awareness.

Marketing communication encompasses all tools and media businesses use to reach their target markets, including branding, packaging, advertising, sponsorships, and digital campaigns (Ardiansyah & Sarwoko, 2020; Febriyantoro, 2020). Its primary purpose is to create lasting public awareness and influence consumer perceptions in line with brand intentions. Research by Ihzaturrahma and Kusumawati (2021), Pertiwi and Sigit (2024), and Veleva and Tsvetanova (2020) affirms that marketing communication significantly affects sustainable awareness, highlighting its importance for both new and established businesses.

Digital marketing also enhances product competitiveness by leveraging platforms such as social media, search engines, and email to reach broader geographic markets (Nuseir & Aljumah, 2020; Elvera et al., 2025). This approach allows for precise targeting based on demographics, interests, and behaviors while offering real-time analytics to measure campaign effectiveness. Research from Yang et al. (2021), Masrianto et al. (2022), and Ijomah et al. (2024) shows that digital marketing provides cost-effective strategies, enables personalized customer experiences, and enhances competitiveness, particularly for small and medium-sized enterprises.

Marketing communication strengthens competitiveness by emphasizing product uniqueness, gathering customer feedback, and building long-term loyalty (Soedarsono et al., 2020; Yang et al., 2021; Abdillah et al., 2024). Transparent and credible communication, supported by testimonials, certifications, and reviews, helps create consumer trust and supports brand reputation. Findings by Santoso et al. (2023), Munizu et al. (2024), and Ochuba et al. (2024) reinforce the role of communication in maintaining competitiveness amid dynamic market trends.

Sustainable awareness itself is a key driver of competitiveness, as consumers tend to choose trusted brands over lesser-known alternatives (Paul & Iuliana, 2018; Verbeke et al., 2020; Eslami, 2020; Abdirahmonovich et al., 2021). A strong brand identity built on logos, slogans, and values enables companies to differentiate their products and often charge premium prices, as customers associate such brands with quality. Studies by Boinett et al. (2022), Ismael (2022), Ramadhani and Mujayana (2022), and Saad et al. (2024) confirm that sustainable awareness allows firms to secure higher value perceptions in competitive markets.

For SMEs, digital marketing provides opportunities to expand reach and engage directly with consumers through social media, fostering personal relationships and loyalty. By producing valuable and engaging content such as blogs, videos, and infographics, SMEs can strengthen brand awareness and credibility. Effective communication strategies ensure a consistent and positive brand image, which is a key competitive advantage. Research by Soedarsono et al. (2020), Yang et al. (2021), Rusdana et al. (2022), and Ochuba et al. (2024) emphasizes that strong sustainable awareness facilitates product launches, improves perceived quality, and allows firms to set more competitive prices. Sustainable awareness, digital marketing, and marketing communication are interrelated factors that significantly enhance brand positioning and competitiveness. Together, they build consumer trust, strengthen brand identity, and enable businesses, especially SMEs, to thrive in competitive and dynamic markets.

CONCLUSION

Digital marketing has a positive and significant effect on sustainable awareness for SMEs in Medan City. Marketing communication has a positive and significant effect on sustainable awareness in SMEs in Medan City. Digital marketing has a positive and significant effect on the competitiveness of SMEs in Medan City. Marketing communication has a positive and significant effect on the competitiveness of SMEs in Medan City. Sustainable awareness has a positive and significant effect on the competitiveness of SMEs in Medan City. Digital marketing has a positive and significant effect on product competitiveness through sustainable awareness for SMEs in Medan City. Marketing communication has a positive and significant effect on product competitiveness through sustainable awareness for SMEs in Medan City.

Improving digital marketing can be done through various strategies that can be adjusted to business needs and characteristics. There are several effective ways to improve digital marketing, namely by conducting keyword research to find terms that are often searched for by the target market audience. Optimize the content on your website by using relevant keywords in the title, meta description, header, and content. SMES actors are expected to take part in training related to digital marketing development and collaborate with influencers relevant to the industry in promoting products. Improving product marketing communication for Micro, Small, and Medium Enterprises (SMEs) is essential to attract customers' attention by building good relationships and increasing sales. As well as identifying market segments based on demographics, psychology, and behavior. Create a customer persona that represents the main characteristics of the target market so that it is expected to increase the competitiveness of the product. Increasing sustainable awareness for SMES products is very important to create stronger competitiveness in the market. This can be done by creating an eye-catching logo and a memorable slogan, using consistent colors, fonts, and visual styles across all marketing materials. SMES actors are also expected to be able to engage with the audience through comments, likes, shares, and direct messages.

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