**Digitalization Of Marketing And Human Resource Motivation On Economic Growth Of Kecamatan Parongpong Residents During The Pandemic**

1Anton Budi Santoso\*, 2Indra Taruna Anngapradja, 3Ratna Komala Putri and 4Shendy Amalia

1,2,3,4 Faculty of Economics and Business, Widyatama University, Bandung, Indonesia

\*anton.budi@widyatama.ac.id

**Article History**: Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 16 April 2021

**Abstract:** This study aims to determine what factors can affect economic growth. The method used in this research is descriptive and verification methods. The head of the youth organization as many as 49 people became the population of this study. The test method used to test this research is a linear regression analysis with a determination coefficient of 5%. The results of the study indicate that the digitalization of marketing and human resource motivation has a significant effect on improving the economy in Kecamatan Parongponng partially or simultaneously. Digitalization of marketing and human resource motivation has an effect of 52.3%, while 47.7% is influenced by other factors.

**Keywords:** Marketing digitalization, human resource motivation, economic improvement

**Introduction**

Technological development is something that cannot be avoided, technology will continue to develop massively and internet users will benefit from its use. Some people feel dependent on the internet, including the activities of Micro, Small and Medium Enterprises (SMEs) in utilizing information technology to run their business, especially in the era of the ASEAN Economic Community (AEC). The development of information technology that is currently developing very rapidly has an effect on society in supporting various business activities, both large and small, so that they can be known globally. The most obvious impact is that besides being known, it can also increase sales volume and profit. Digital Marketing is one of the most influential marketing media. Especially during a pandemic that has been running for about a year. The Covid-19 pandemic not only threatens mental safety and health, but has a huge impact on economic development, difficulties in direct interaction and limits mobility.

The Covid-19 pandemic, which has become a global pandemic, has become a major topic around the world. This is no exception in Indonesia, which is getting higher and more unstoppable from day to day. Confusing government policies, seeming not serious, procrastinating, and aid that is not well targeted have disrupted the economy of the community, especially the small community. Many predict that there will be a slowdown in economic growth at 4.08% of Gross Domestic Product (GDP) in 2021, this value is considered to have decreased significantly compared to 2019, namely at the point of 5.02%.

Not only that, but the Covid-19 pandemic will also change the business behavior of business actors in running their businesses, although the impact of Covid-19 has been felt by various industrial sectors, but it does not mean that MSME players must stop running their business. Business actors must survive and adjust. Entrepreneurs can still try to keep running their business through an online system or digitalized marketing where this will not violate government regulations regarding social distancing rules. Through the role of technology, business activities and distribution of goods can still be done. This is done with the aim that the MSME business does not just stop and the distribution of goods can continue. New norms are imposed for business people when facing the Covid-19 pandemic, which requires business people to be technology literate. This will also apply after Covid-19, which requires recovery of MSME players to even adapt to new norms that require intersecting with technology. Current technological advances encourage people to carry out activities that are faster and easier. This progress is seen in the field of telecommunications. With the advancement of telecommunications, the relationship between humans in communication is no longer an obstacle.

Kecamatan Parongpong is one of the sub-districts in West Bandung Regency, with a population of 113,211 people and a land area of ​​45.14 km, which is spread across 7 (seven) villages, including Desa Ciwaruga, Desa Cihideung, Desa Cigugurgirang, Desa Sariwangi, Desa Cihanjuang, Desa Cihanjuang Rahayu, and Desa Karyawangi. Apart from the existence of RT and RW, almost all villages in the Kecamatan Parongpong area have Karang Taruna totaling 49 out of 445 RT and 120 RW. In general, people living in the Kecamatan Parongpong area work as farmers, especially farmers of flowers and other ornamental plants, but many also cultivate vegetables and fruits. However, up to now, the main and at the same time seeded commodities produced by the farmers from Kecamatan Parongpong are ornamental plants, flowers and tree seedlings which are often found along the main road of Desa Cihideung. This is of course a special attraction for people who live in the Kecamatan Parngpong area, where the West Bandung Regency Government itself has declared that the Kecamatan Parongpong area is a flower tourism city in West Java to be proud of. That way, the Kecamatan Parongpong area actually has the potential to be developed into a tourism village, which is any form of tourism that displays rural life, art, culture and heritage in a rural location, thus benefiting the local community economically and socially and allowing interaction between tourists and local residents. for a more enriching tourism experience as rural tourism, which has an impact on the increasing economic growth of the people of Kecamatan Parongpong.

Even so, in reality the economic growth that is owned by the people of Kecamatan Parongpong is still far behind or still has imbalances when compared to the existing potential. One thing that causes the economic growth of the people of Kecamatan Parongpong is hampered by the underdevelopment of digital literacy and digitalization of basic services, as well as services for agricultural products, most of which are still traditionally carried out. In addition, the entrepreneurial motivation possessed by its citizens is also considered to be very low, where in general the community does not have the desire to advance or develop their business results in a much better direction. Therefore, it is necessary to have some kind of counseling and training that can help the people of Kecamatan Parongpong in accelerating the development of their village.

**Literature Review**

**Digitalization of marketing**

Marketing is the spearhead of a business with successful marketing the business will be successful too. Marketing requires constant efforts continuously from the beginning of the product developed even until the product has a process of decline. Marketing is a social and managerial stage of the process that invites individuals and groups to fulfill their needs through the creation and exchange of both products and values ​​with others. McLeod and Schell reveal that marketing is an individual and group activity that accelerates exchange relationships to satisfy or fulfill needs in a dynamic and changing environment through the process of creating, distributing, promoting and determining prices, services and ideas. According to Sanjaya and Tarigan (2009), Digital Marketing is a marketing activity that includes branding that uses various media. For example, namely blogs, websites, e-mail, ad-words, and various social media networks.

Meanwhile, Kleidl and Burrow (2005) say that digital marketing is a process of planning and implementing concepts, ideas, prices, promotions and distribution. In simple terms, it can be interpreted as the development and maintenance of mutually beneficial relationships between consumers and producers. According to Kotler and Armstrong (2009), digital marketing is the effort of a company or organization to provide information, communicate, promote and market products and services through the internet media.

The stages of starting digital marketing can be summed up as follows:

1. Prepare the tools that will be used in marketing activities. Some of the tools known in marketing include: Websites, social media accounts, product or brand identities, blog uploads, online footprints.
2. Prepare content that attracts attention and is easy to share. Content can be in the form of photos, videos, writings, or anything else. Organizations must also be biased in determining the marketing objectives and target markets that have been determined through the segmentation, targeting and positioning processes.
3. Starting uploading and then evaluating each upload on each social media account owned, as well as determining feedback and focusing on a number of assets that can provide feedback for the product or company.
4. The next step that can be taken is to enter and join marketplace forums. Create a business profile because this profile will greatly affect the brand.

**Human Resources Motivation**

Motivation in management is generally only aimed at or discussing aspects of human resources. Motivation answers how to direct the resources and potential of subordinates so that they are willing to work productively and successfully and achieve the goals set by the organization. Motivation according to Robbins (2018) is the willingness of an individual to always try optimally in achieving goals that are influenced by business abilities that aim to meet the needs of every individual in the organization. According to Sardiman (2007) motivation can be defined as a driving force that becomes active and is implemented into an action, mental behaviour and work attitude. This motive will appear at certain times, especially when the need to achieve goals is felt to be very urgent.

In short, it becomes a driving force, a trigger, a state, a metal attitude can be said to make a person behave, behave, and act to meet an individual's need.

Entrepreneurial motivation is a condition that encourages, moves and directs the desire of individuals to carry out entrepreneurial activities, in an independent way, believes in themselves, is future-oriented, has the courage to take risks, is creative and highly assesses the desire for innovation.

Entrepreneurial Motivation Factors

1. Have a clear vision and goals. This function is to guess where the steps and direction are going so that the entrepreneur can know what steps the entrepreneur should take
2. Initiative and always be proactive. This is a fundamental characteristic in which the entrepreneur is not just waiting for something to happen, but first to start and look for opportunities as a pioneer in various activities.
3. Achievement oriented. Successful entrepreneurs always pursue achievements that are better than previous achievements. Product quality, services provided, and customer satisfaction are the main concerns. Every time all business activities carried out are always evaluated and must be better than before.
4. Dare to take risks. This is a characteristic that must be possessed by an entrepreneur anytime and anywhere, both in terms of money and time.
5. Work hard. The entrepreneur's working hours are not limited to the time, where there are opportunities there he comes. Sometimes it is difficult for an entrepreneur to manage his work time. His mind is always thinking about his business progress. New ideas always encourage him to work hard to make it happen. There are no difficult words and no unsolvable problem.
6. Responsible for all activities carried out, both now and in the future. The responsibility of an entrepreneur is not only in a material sense, but also morally to various parties.
7. Commitment to various parties is a characteristic that must be adhered to and must be adhered to. Commitment to do something is indeed an obligation to immediately pay for the realization.
8. Developing and maintaining good relationships with various parties, whether they are directly related to the business being carried out or not. Good relationships that need to be carried out include, among others: customers, government, suppliers, and the wider community.

**Economic Growth**

Increase or growth can be interpreted as a description of what factors can affect the increase in output per capita in the long run and an explanation of how these factors interact with each other so that a growth process occurs.

Sukirno (2011) says that economic improvement is a variety of activities related to developments in the economy that cause goods and services produced by a community or society to increase so that the prosperity of the community increases. So, what is called an economic increase can be measured through an economy's performance in a period. In developing theories, economic growth can be said to be a social phenomenon, especially in developing countries, for example Indonesia, or at least that is what they claim. This theory is usually developed by experts referring to ideas or ideas to improve the nation's economy.

Economic growth is usually one sector or can be interpreted as having the same meaning as economic development, economic progress, economic welfare, which can be said to be a process of increasing per capita output in the long run (Jhingan, 2008). Economic improvement is a measure or quantitative parameter that describes the development of a certain year compared to the previous year and this measure is always denoted by a percentage (Sukirno, 2010).

The growth theory used in this paper is the classical economic growth theory. According to Adam Smith's classical economic theory in Wiyono (2017), the main elements of a production system are natural resources, human resources (number and quality of population). This theory is considered suitable because it fits the profile of respondents in Parongpong District which are dominated by farmers and agricultural businesses, who still use simple logic in their financial and accounting calculations. According to this theory, the upper limit of an economic growth is natural resources. If natural resources cannot be utilized optimally, then the increase in production will be determined by individual resources and capital. If output continues to increase, resources will be fully utilized. It is at this point that natural resources limit the growth of an economy.

The next element is the population. According to this theory, the passive population will adjust to the level of need for labour. At a later stage the population growth will give rise to specialization of work, which in turn will increase productivity.

**Framework**

Kecamatan Parompong has a population of 113,211 people. In general, the community has a profession as farmers and traders. The common problem of this research is the lack of digital literacy and a lack of entrepreneurial motivation which causes a decline in the economic level of residents.

According to Kleidl and Burrow (2005), digital marketing is a process of planning and implementing concepts, ideas, prices, promotions and distribution. It is hoped that the results of the aforementioned activities will make it easier for goods and services to be sold so that it will improve the welfare of the community.

Motivation according to Robbins (2018) is the willingness of an individual to always try optimally in achieving goals that are influenced by business abilities that aim to meet the needs of every individual in the organization.

Sukirno (2011) says that economic improvement is a variety of activities related to developments in the economy that cause goods and services produced by a community or society to increase so that the prosperity of the community increases.

Digitalization of marketing (X1)

 Citizens' Economic Growth (Y)

Human Resource Motivation

 (X2)

**Hypothesis**

According to Sugiyono (2018), a hypothesis can be interpreted as a basic assumption or a temporary answer to a problem that is still presumptive because it is obligatory to prove its truth. This assumption is only the correctness of the answers which are not fixed and the truth is with the data collected through research

According to a predetermined framework of thought, we as authors define the following hypothesis:

H1: There is a significant effect or influence in the application of digitalization of marketing on the economic growth of society.

H2: There is a significant effect or influence on the motivation of human resources on people's economic growth.

H3: There is a significant effect or influence between the digitalization of marketing and the motivation of human resources on people's economic growth.

**Research object and research method**

**Object of research**

Satibi (2011) says that the object of research can be defined as mapping or describing the research area or research target in a detailed and integrated manner, which includes regional characteristics, development history, organizational structure, main tasks and other functions in accordance with the core of the research problem.

According to the theory and framework above, the research object that the authors use is the individual perceptions of the Karang Taruna leaders which the authors think can represent the perceptions of the people of Kecamatan Parompong. These perceptions include digitalization of marketing, motivation, and economic growth in society.

**Research methods**

The method or type of research used by the authors in this study is a type of quantitative research. Quantitative research uses methods to explore and understand meanings by a number of individuals or groups of people who are considered to come from social or humanitarian problems (Ghozali, 2013). The author also uses verification methods such as the explanatory method proposed by Sugiyono (2014), he says that the verification method can be defined as a calculation that uses certain methods in certain populations to test the correctness of the predetermined hypothesis.

**Population**

The population in this study were the leaders of the youth organization in Kecamatan Parongpong District, amounting to 49 people. This population was determined because the opinions and perceptions of the leaders of this Karang Taruna were considered to be representative of the entire population of the Parongpong community.

**Results and Discussion**

**Descriptive analysis of marketing digitalization**

Based on the analysis of the Marketing Digitalization (X1) questionnaire, the results of the recapitulation are as follows, the distributed questionnaire has an average of 3,26, which indicates that the subject under study has a fairly good variable statement. It can be concluded that while digitalization of marketing is important for the people of Kecamatan Parongpong District, people feel that the existence of Digitalization of Marketing will increase their income.

**Descriptive Analysis of Human Resource Motivation**

Referring to the Human Resource Motivation Variable Questionnaire (X2), the results of the recapitulation state that Human Resource Motivation has an average of 3,65, which means that most or all of the people of Kecamatan Parongponng have a great desire or create a decent standard of living, which can support his personal and family life.

**Descriptive Analysis of Economic Improvement**

The recapitulation of the question points in the Economic Improvement questionnaire has an average of 3,63, which means that the community in Kecamatan Parongpong has decreased the economy in the District. The Covid-19 pandemic disrupted almost all aspects of the economy, due to difficulties in traveling and limited direct contact with consumers.

**Validity Test**

The definition of the validity test states that the validity test is used to test the validity of one or various measuring instruments used in research. Ghozali (2012) in his writing says that the validity test can also be used to test whether or not the questionnaire used in the study is good or not. The author tries to correlate a score from the questionnaire points with the number of points, to find the validity of a point. The standard value of this validity is known to be 0,261. If the value of the correlation previously discussed is more than 0,3, then the statement or conclusion from a questionnaire question is considered valid. These points will be called or declared as valid points if they have the same value or more, but vice versa if the correlation of the calculation results is below 0,261 then the point is considered invalid. It is known as follows, degrees of freedom (dk = n - 2) and distribution table (table r) α = 0,05, the test criteria are listed below:

1. If r - count is greater than r-table then the question is considered valid.
2. If r - count is smaller than r-table, then the question is considered invalid.

**Table 1. Results of the Validity Test for X1 Variable**

|  |  |  |  |
| --- | --- | --- | --- |
| **Question** | **R-Count** | **R-Table** | **Results** |
| PDM1 | 0,318 | 0,261 | Valid |
| PDM2 | 0,333 | 0,261 | Valid |
| PDM3 | 0,743 | 0,261 | Valid |
| PDM4 | 0,289 | 0,261 | Valid |
| PDM5 | 0,341 | 0,261 | Valid |
| PDM6 | 0,523 | 0,261 | Valid |
| PDM7 | 0,567 | 0,261 | Valid |
| PDM8 | 0,445 | 0,261 | Valid |
| PDM9 | 0,391 | 0,261 | Valid |
| PDM10 | 0,298 | 0,261 | Valid |

Source: Data that the author has processed, 2021

From the table above, it can be concluded that the question about Digitalization Marketing (X1), the results of the calculations show that the R-count value is greater than the r-table, so all answers to questions about Marketing Digitalization are declared valid.

Furthermore, this is a recapitulation of the validity test of the questionnaire on Human Resources Motivation.

**Table 2. Results of the Validity Test for the X2 Variable**

|  |  |  |  |
| --- | --- | --- | --- |
| **Question** | **R-Count** | **R-Table** | **Results** |
| PMSDM1 | 0,371 | 0,261 | Valid |
| PMSDM2 | 0,401 | 0,261 | Valid |
| PMSDM3 | 0,297 | 0,261 | Valid |
| PMSDM4 | 0,314 | 0,261 | Valid |
| PMSDM5 | 0,401 | 0,261 | Valid |
| PMSDM6 | 0,378 | 0,261 | Valid |
| PMSDM7 | 0,389 | 0,261 | Valid |
| PMSDM8 | 0,471 | 0,261 | Valid |
| PMSDM9 | 0,396 | 0,261 | Valid |
| PMSDM10 | 0,674 | 0,261 | Valid |

Source: Data that the author has processed, 2021

Table 2 shows that the answers asked by the questionnaire points about human resource motivation show that the calculated r-value is greater than the r-table so the statement from the questionnaire variable X2 is declared valid.

Furthermore, Table 3 shows a recapitulation of the results of the validity test of Economic Improvement (Y):

**Table 3. The Results of the Validity Test of Variable Y**

|  |  |  |  |
| --- | --- | --- | --- |
| **Question** | **R-Count** | **R-Table** | **Results** |
| PPE1 | 0,287 | 0,261 | Valid |
| PPE2 | 0,367 | 0,261 | Valid |
| PPE3 | 0,321 | 0,261 | Valid |
| PPE4 | 0,542 | 0,261 | Valid |
| PPE5 | 0,519 | 0,261 | Valid |
| PPE6 | 0,667 | 0,261 | Valid |
| PPE7 | 0,333 | 0,261 | Valid |
| PPE8 | 0,354 | 0,261 | Valid |
| PPE9 | 0,512 | 0,261 | Valid |
| PPE10 | 0,467 | 0,261 | Valid |

Source: Data that the author has processed, 2021

From Table 3, it can be seen that the answers asked about the Economic Improvement variable (Y), all question points in the questionnaire are declared valid because the value is greater than the r-table.

**Normality test**

Normality test can be interpreted as a test to measure whether we have data that is normally distributed so that the data can be used with parametric statistics. These data can be said to be normally distributed if they are concentrated in the middle and close to the average value. The normality of these data can be tested by a test known as the normality test, and this normally distributed data can and is suitable for use in research.

The Kolmogorov-Smirnov method was used in the normality test of this study with the help of the SPSS program:

* Data are normally distributed, the significant number is greater than 0,05.
* Data are not normally distributed, the significant number is smaller than 0,05.

**Table 4. Normality Test Results**

|  |  |  |
| --- | --- | --- |
|  |  | Unstandardized Residual |
| N |  | 49 |
| Normal Parameters ab | Mean | 0E-7 |
|  | Standard Deviation | 0,475890102 |
|  | Absolut | 0,095 |
| Most Extreme Differences | Positive | 0.60 |
|  | Negative | -0.095 |
| Kolmogorov-Smirov Z |  | 0,608 |
| Asymp. Sig. (2-tailed) |  | 0,832 |
| 1. Test Distribution is Normal
2. Calculated from data
 |  |  |

Kolmogorov-Smirnov one Sample Test

Source: Data that has been processed by the author, 2021

From the Kolmogorov-Smirnov test above, the Asymp value was successfully obtained. And these results when compared with the α value 0,05 <0,832 (Sig. (2-tailed), this indicates that the data used in the study were normally distributed.

**Multiple Linear Regression Test**

**Table 5. Linear Regression**

1. Dependent Variable Economic Growth

|  |  |  |  |
| --- | --- | --- | --- |
| Model |  | Unstandardized b | Coefficients Standard Error |
|  | (Constant) | 0,746 | 0,623 |
| 1 | Marketing Digitalization | 0,683 | 0,178 |
|  | Economic Growth | 0,578 | 0,112 |

Source: Data processed by the author. 2021

From Table 5, the results of the multiple linear test are obtained, here are the resulting equations:

**Y=0,746 + 0,683X1 + 0,578X2+ e**

The explanation is as follows:

1. A constant value or intercept of 0,746 means that economic growth (Y) will decrease if the Digitalization of Marketing and Human Resource Motivation also changes. This reinforces that the increase in the economic growth of the people of Kecamatan Parongpong depends on digitization and the motivation of human resources.
2. Marketing digitization (X1) has a positive value of 0,683, meaning that if the digitalization of marketing decreases due to the lack of technology utilization, it can affect economic growth (Y).
3. Human resource motivation (X2) has a positive value of 0,578, which means that an increase in human resource motivation will also increase the economic improvement (X2) of the Kecamatan Parongpong.

**Hypothesis testing**

Hypothesis testing can be defined as testing a statement using statistical methods so that the test results can be stated significantly and clearly.

**Table 6. T Test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|  | Constant | 0,746 | 0,623 |  | 1,134 | 0,219 |
| 1 | Digitalization of Marketing | 0,683 | 0,178 | 0,521 | 4,241 | 0,00 |
|  | Human Resource Motivation | 0,578 | 0,112 | 0,427 | 4,023 | 0,00 |

Source: Data processed by the author, 2021

Based on the partial hypothesis test that has been done, the authors can explain the results of the interpretation of the table above:

1. Table 6 shows that the t-count value of marketing digitization is 4,241. This value is greater than the t-table so that Ho is rejected and H1 is accepted, in other words the Marketing Digitalization variable (X1) has a significant effect on Economic Improvement (Y).
2. And then from the same table it is known that the t-count value is 4,023. The ilia is also greater than the t-table so that Ho is rejected and H1 is accepted, thus the Human Resource Motivation (X2) has a significant effect on Economic Improvement (Y).

**F Test (Hypothesis Test)**

**Table 7. Anova**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Sum of Squares | dF | Mean Square | F | Sig |
|  | Regression | 9,231 | 2 | 4,356 | 20,479 | .000 |
| 1 | Residual | 7,478 | 47 | 0,275 |  |  |
|  | Total | 16,709 | 49 |  |  |  |

Independent Variable (Economic Growth)

Constant: Marketing Digitalization, Human Resource Motivation.

Source: Authors' processed data, 2021.

From the above explanation, the calculation which has been determined is the F-count value of 20,479, which means that this value is greater than the F-table. Therefore, Ho is rejected and H1 is accepted, so from this it can be concluded that there is a simultaneous and also significant effect of Marketing Digitalization (X1) and Human Resource Motivation (X2) on Economic Improvement (Y).

**Determination Coefficient**

**Table 8. Determination Coefficient**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model  | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0,712 | 0,523 | 0,507 | 0,428 |

a. Constants: Marketing Digitalization, Human Resource Motivation

b. Dependent variable: Economic Improvement.

Source: Authors' processed data, 2021.

The table above can be explained as the coefficient of determination is 0,523 or 52,3%. Thus, Marketing Digitalization (X1) and Human Resource Motivation (X2) affect Economic Improvement by 52,3% and the remaining 47,7% is influenced by other factors.

**Discussion**

Based on the analysis of the Marketing Digitalization (X1) questionnaire, the results of the recapitulation are as follows, the distributed questionnaire has an average of 3,26, which indicates that the subject under study has a fairly good variable statement. It can be concluded that while digitalization of marketing is important for the people of Kecamatan Parongpong, people feel that the existence of Digitalization of Marketing will increase their income.

Referring to the Human Resource Motivation Variable Questionnaire (X2), the results of the recapitulation state that Human Resource Motivation has an average of 3,65, which means that most or all of the people of Kecamatan Parongponng have a great desire or create a decent standard of living, which can support his personal and family life.

Table 6 shows that the t-count value of marketing digitization is 4,241. This value is greater than the t-table so that Ho is rejected and H1 is accepted, in other words the Marketing Digitalization variable (X1) has a significant effect on Economic Improvement (Y).

And then from the same table it is known that the t-count value is 4,023. The Ilia is also greater than the t-table so that Ho is rejected and H1 is accepted, so Human Resource Motivation (X2) has a significant effect on Economic Improvement (Y).

From the above explanation, the calculation which has been determined is the F-count value of 20,479, which means that this value is greater than the F-table. Therefore, Ho is rejected and H1 is accepted, so from this it can be concluded that there is a simultaneous and also significant effect of Marketing Digitalization (X1) and Human Resource Motivation (X2) on Economic Improvement (Y).

**Conclusions and Suggestions**

**Conclusion**

From the presentation, analysis, and calculations that have been done, the following conclusions can be drawn:

1. Based on the questionnaire regarding the digitalization of marketing variables (X1), it shows that the importance of digitization is felt to be needed by the people of Kecamatan Parongpong.
2. From the questionnaire that has been given, the community's perception of the motivation of human resources has good values ​​and results but could be better considering that the Covid-19 pandemic has not ended, it is important for the village community to remain motivated to carry out their economic activities.
3. From the descriptive presentation of the economic improvement variable (Y), it looks quite high. This proves that economic improvement is considered very important for the people of Kecamatan Parongpong.
4. After testing the hypothesis, the authors conclude that the variable of economic improvement is significantly influenced by the variable of marketing digitization and human resource motivation.

**Suggestions**

From the results of observations made by the author, the author tries to compile some suggestions for the people of Kecamatan Parongpong:

1. The community can request some kind of training or seminar from the sub-district government in hopes of overcoming the lack of internet literacy in the sub-district.
2. After that, with the increasing digitalization of marketing, digital product marketing has the following advantages:
3. Speed of Deployment
4. Ease of Evaluation
5. Wider reach
6. Cheap and Effective
7. Build a brand name
8. The people of Kecamatan Parongpong need to be given a stimulus in handling the economic improvement, especially during the ongoing Pandemic.

**References**

1. Ghozali, Imam. 2012. Aplikasi Analisis Multivariate dengan program SPSS, Badan Penerbit Universitas Diponegoro, Semarang.
2. Hasibuan, Malayu S.P. 2016. Manajemen Sumber Daya Manusia. Jakarta: Penerbit PT Bumi Aksara.
3. Moody’s Prediksi Ekonomi Indonesia Melambat di 4,8% Akibat Corona”, https://tirto. id/moodysprediksi-ekonomi-indonesia-melambatdi-48-akibat-corona-eDPW.
4. Kotler, P. and Amstrong, G. 2009. “Principles of Marketing”. Prentice Hall, New Jersey.
5. Pace, R. Wayne and Don F. Faules. 2015. Komunikasi Organisasi: Strategi Meningkatkan Kinerja Perusahaan. Dedy Mulyana (Ed.), Bandung: PT. Remaja Rosdakarya.
6. Schuler, Randall S and Susan E. Jackson. 2018. Manajemen Sumber Daya Manusia. Jakarta: Penerbit Erlangga.
7. Sugiyono. 2014. Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
8. Yusuf, Muri, “Metode Penelitian: Kuantitatif, Kualitatif, dan Penelitian Gabungan”, Jakarta: Prenadamedia Group, 2017.