

## INTISARI

Tujuan penelitian ini meliputi: (i) Menganalisis perbedaan pendapatan sebelum dan sesudah penggunaan digital marketing pada UMKM makanan dan minuman di Kecamatan Sleman pada tahun 2023, (ii) Menyelidiki dampak variabel digital marketing terhadap pendapatan UMKM makanan dan minuman di Kecamatan Sleman, (iii) Meneliti pengaruh variabel jarak terhadap pendapatan di Kecamatan Sleman bagi UMKM makanan dan minuman. Penelitian ini mengadopsi metode campuran, menggunakan data primer yang diperoleh melalui kuisisioner langsung kepada pelaku UMKM makanan dan minuman di Kecamatan Sleman. Teknik analisis yang diterapkan termasuk uji beda, regresi linear berganda, dan data cross-section pendapatan UMKM makanan dan minuman di Kecamatan Sleman pada tahun 2023. Hasil penelitian menunjukkan bahwa digital marketing memiliki dampak signifikan terhadap pendapatan UMKM makanan dan minuman di Kecamatan Sleman, sementara variabel jarak tidak memiliki pengaruh terhadap pendapatan UMKM makanan dan minuman di Kecamatan Sleman karena beberapa faktor.

**Kata Kunci:** Pendapatan, Digital Marketing, Jarak UMKM

## **ABSTRACT**

*The objectives of this research include: (i) Analyzing the difference in income before and after the use of digital marketing in food and beverage MSMEs in Sleman District in 2023, (ii) Investigating the impact of digital marketing variables on the income of food and beverage MSMEs in Sleman District, (iii) Examining the influence of the distance variable on income in Sleman District on food and beverage MSMEs. This research adopted a mixed method, using primary data obtained through questionnaires directly to food and beverage MSMEs in Sleman District. The analysis techniques applied include difference tests, multiple linear regression, and cross-section data on the income of food and beverage MSMEs in Sleman District in 2023. The results of the research show that digital marketing has a significant impact on the income of food and beverage MSMEs in Sleman District, while The distance variable has no influence on the income of food and beverage MSMEs in Sleman District due to several factors.*

*Keywords: Income, Digital Marketing, MSME Distance*