

ABSTRAK

This study aims to determine the priority of digital marketing strategies for Micro, Small, and Medium Enterprises (MSMEs) in Deli Serdang Regency using the Analytical Network Process (ANP). The study adopted a mixed-method design by intergrating qualitative and quantitative data collected through observations, interviews, and questionnaires involving 100 MSME owners selected using purposive sampling from five districts with the highest number of MSMEs implementing digital marketing. Data were analyzed using the ANP method with Super Decisions software to identify the key driving and inhibiting factors, analyze the interrelationships among the criteria, and establish the appropriate priority order for digital marketing strategies for MSMEs in Deli Serdang Regency. The findings indicate that target market is the most influential criterion (0.013613), followed by marketing cost (0.011748), customer satisfaction (0.011657), ease of *platform* use (0.009996), digital literacy and technology (0.009919), and response speed (0.009734). Furthermore, the analysis of alternative strategies shows that social media is the highest-priority digital marketing strategy (0.216037), followed by content marketing (0.095736), Search Engine Optimization (SEO) (0.060390), website and e-commerce (0.060366), and digital advertising (0.034137).

Keywords: Analytical Network Process (ANP), Digital Marketing, Decision Strategy, MSMEs, Social Media