

Andini Dhamayanti. NIM. 220321100048. Pengaruh Literasi Digital Terhadap Penerapan Literasi *E-Marketing* Petani Cabe Jamu kecamatan Bluto Kabupaten Sumenep. Dibawah bimbingan Dr. Fuad Hasan, S.P., M.P.

ABSTRAK

Perkembangan teknologi digital membuka peluang bagi petani dalam memasarkan hasil pertanian melalui media digital. Namun, pemanfaatan *e-marketing* oleh petani cabe jamu di Kecamatan Bluto, Kabupaten Sumenep masih belum optimal, yang ditunjukkan oleh rendahnya tingkat literasi digital dan literasi *e-marketing*. Penelitian ini bertujuan untuk mengetahui tingkat literasi digital dan literasi *e-marketing* petani cabe jamu serta menganalisis pengaruh literasi digital terhadap literasi *e-marketing*. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan data primer yang diperoleh dari petani cabe jamu di Kecamatan Bluto, Kabupaten Sumenep. Analisis tingkat literasi digital dan literasi *e-marketing* dilakukan secara deskriptif, sedangkan analisis pengaruh antarvariabel dilakukan menggunakan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa tingkat literasi digital dan literasi *e-marketing* petani cabe jamu berada pada kategori rendah. Selain itu, pada hasil analisis menunjukkan bahwa literasi digital berpengaruh positif dan signifikan terhadap literasi *e-marketing* petani cabe jamu. Hal ini menunjukkan bahwa peningkatan literasi digital dapat meningkatkan literasi *e-marketing* petani.

Kata Kunci: Literasi Digital, Literasi *E-Marketing*, Petani Cabe Jamu, PLS-SEM

Andini Dhamayanti. NIM. 220321100048. The Impact of Digital Literacy on the Application of E-Marketing Literacy Among *Piper Retrofractum* Farmers in Bluto District, Sumenep Regency. Supervised by Dr. Fuad Hasan, S.P., M.P.

ABSTRACT

Advances in digital technology have opened up opportunities for farmers to market their agricultural products through digital media. However, the use of e-marketing by chili farmers in Bluto Subdistrict, Sumenep Regency, remains suboptimal, as evidenced by low levels of digital literacy and e-marketing literacy. This study aims to determine the levels of digital literacy and e-marketing literacy among chili farmers and to analyze the influence of digital literacy on e-marketing literacy. This study employs a quantitative descriptive approach using primary data collected from chili farmers in Bluto Subdistrict, Sumenep Regency. The analysis of digital literacy and e-marketing literacy levels was conducted descriptively, while the analysis of the relationship between variables was performed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results indicate that the digital literacy and e-marketing literacy levels of chili farmers fall into the low category. Furthermore, the analysis results indicate that digital literacy has a positive and significant effect on the e-marketing literacy of chili farmers. This suggests that improving digital literacy can enhance farmers' e-marketing literacy.

Keywords: Digital Literacy, E-Marketing Literacy, *Piper Retrofractum* Farmers, PLS-SEM