

## ABSTRACT

The growth of the economy in the digital age is intimately connected to the impact of technology and digital marketing. Micro, small, and medium enterprises are developing business sectors whose existence is a critical step in improving the economic foundation of Indonesian society. Digital marketing is one of the media that is currently in high demand by various business circles to support the marketing operation of their business product and services. Marketing has evolved from a conventional to a modern idea as a result of the advancement of technology. The purpose of the study is to analyze the factors that influence micro, small, and medium enterprises (MSMEs) in adopting digital marketing in Jayapura, Papua with the Technology Acceptance Model (TAM) application. Based on the statistical analysis, the perceived ease of use positively influences behavioral intention to use digital marketing among MSMEs business owners/managers. Perceived usefulness also significantly influences MSMEs business owner's/managers' attitudes toward using digital marketing platforms. Therefore, MSMEs business owner's/managers' attitudes and behavioral intention to use digital marketing are significantly influenced by the perceived ease of use and perceived usefulness of the digital marketing platforms.

**Keywords:** *Digital Marketing; Digital marketing adoption; Micro, small, and medium enterprises; Perceived ease of use; Perceived Usefulness; Behavioral Intention to use; Attitude toward using, TAM mode, Papua.*