

Implementation of Digital Marketing to Improve Technopreneurship Competence and Business Sustainability on Rengginang Entrepreneurs in East Java

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ABSTRACT

The purpose of this research was to determine the implementation of digital marketing to improve technopreneurship competence and business sustainability carried out by rengginang entrepreneurs in East Java. The application of digital marketing is important for rengginang entrepreneurs so that interactions between sellers and buyers can continue, especially with the current Covid-19 pandemic condition where direct interaction is very limited. In addition, product innovation is also necessary so that consumers have many choices and do not feel bored. This is done for the sake of the sustainability of the Rengginang business. This research design uses a qualitative approach and the type of research is a case study. The research data was extracted using key informants (rengginang business owners). The technique for collecting data from informants was using snowball sampling. Data analysis uses data reduction, data display, verification and concluding. Checking the validity of the data used triangulation of data sources and triangulation of methods. The results showed that the rengginang craftsmen applied digital marketing well. The use of social media in running a business has a very positive impact because it makes promotions, interactions, and many other things easier. The Rengginang business in East Java can still survive in the current Covid-19 pandemic because of the various advantages and innovations owned by the Rengginang business owner.

Keywords: *implementation of digital marketing, technopreneurship, business sustainability*

1. INTRODUCTION

MSMEs in East Java have the potential to develop. One of the potentials of these SMEs is the rengginang food industry because rengginang is a typical food in East Java. Each region in East Java has rengginang with its characteristics.

Competition with the same rengginang entrepreneurs in each region is getting tougher and consumer tastes are always changing and economic conditions are uncertain. When the Covid-19 virus hit in March 2020, it caused limited interaction between sellers and buyers in the Rengginang MSME centre. Therefore, an effort is needed so that the business can continue to run and

develop to overcome the existing problems. The way to overcome this problem is to apply digital marketing so that the scope of Rengginang's marketing can be wider and the buying and selling process can continue even though the seller and buyer do not meet in person. And also accompanied by a strategy of innovation in Rengginang products so that consumers don't get bored.

Some of the existing rengginang entrepreneurs have started to market their products through social media but unfortunately, not all craftsmen have done so because their businesses have developed traditionally. Even though social media is the easiest digital marketing tool to use. We often find especially in markets like Indonesia that they are starting to enter the realm of

cyberspace through social media. This can be a stimulant for the development of entrepreneurship and the sustainability of MSMEs. Besides low costs and no need for special skills in initial initiation, social media is considered capable of directly reaching (engage) potential consumers [1]. Especially with conditions in the current normal era where direct interaction between sellers and buyers is very at risk of transmitting the Covid-19 virus, so adopting new technology to increase the competitiveness of their products in the market for promotion and marketing through social media is very useful so that the sustainability of MSMEs can continue to run. And consumer needs for rengginang food can be met.

2. LITERATURE REVIEW

Technopreneurship (technology entrepreneurship) is a combination of innovations and technology (scientific and technological abilities) with entrepreneurship (self-employed to generate profits through business processes). Technopreneurship comes from invention and innovation. Technopreneurship is also defined as a collection of several technology-based innovations. While technology is a way or method to process something so that cost and time efficiency occurs so that it can produce quality products. By mastering technopreneurship, it is hoped that new entrepreneurs will be born in this country who can boost this nation's economic growth [2].

[3] defines digital marketing as the use of technology to support marketing activities that aim to increase consumer knowledge by adapting to their needs. [4] defines digital marketing as the exploitation of digital technology that is used to create a potential distribution channel to achieve the company's goals of meeting consumer needs effectively. So, the rengginang industrial centre in East Java utilizes digital distribution channels as a rengginang marketing effort to increase sales volume. This is aimed that the COVID-19 pandemic does not reduce sales volume.

Digital marketing has a role in the sustainability of the Rengginang business. Digital marketing supported by Rengginang product innovation is an important thing in the sustainability of Rengginang's business in an industrial centre. Especially in the current state of the COVID-19 pandemic. Business sustainability in the MSME sector is very important to note, in this case, the Rengginang industrial centre. Therefore, the study aims to determine the implementation of digital marketing to improve technopreneurship competence and business sustainability carried out by rengginang entrepreneurs in East Java.

3. METHOD

This research was designed using a qualitative approach. This research uses the type of case study

research. The research was carried out on several rengginang entrepreneurs in East Java, such as in Sambigede Village, Malang Regency, in the City and Regency of Kediri and Gelung Village, Situbondo Regency. The reason for choosing this area is because the rengginang craftsmen there have been around for a long time and can maintain their business until now even to the third generation.

The technique of collecting data sources for informants in this research was sourced from key informants (rengginang entrepreneurs). Informant selection technique using snowball sampling with certain criteria. Initially, only one or two people were selected, because they had not obtained complete data, the researchers looked for other people who were considered capable of completing the data from previous informants.

Respondents in this research were rengginang entrepreneurs in Sambigede Village, Malang Regency totalling 15 respondents, 3 respondent rengginang entrepreneurs in Kediri City, 4 respondent entrepreneurs in Kediri Regency and also an entrepreneur in Gelung Village, Situbondo Regency totalling 25 respondents. In table 1, the respondent data is presented as follows:

Table 1. Respondent Data

Name of Place	Number of Respondents	Type of Informant
Sambigede Village, Sumberpucung District, Malang Regency	15	Key Informant
City of Kediri	3	Key Informant
Regency of Kediri	4	Key Informant
Gelung Village, Panarukan District, Situbondo Regency	25	Key Informant

To get information using data collection techniques as follows: 1) interviews; 2) observation; (3) documentation study. In Table 2, a grid of interview instruments is presented.

Table 2. Guideline of Interview Instruments

Variable	Research Indicators	Items	Explanation
Digital Marketing	Digital marketing program	- Digital marketing concept - The digital marketing platform and software can be used - What digital marketing platforms/parts do you usually use - The benefits of	Key Informant
([5], researcher modification)			

Variable	Research Indicators	Items	Explanation
	Incentive Program	<ul style="list-style-type: none"> digital marketing for rengginang marketing - The gadget is used for business promotion - Gadgets are used for marketing - Gadgets are used to attract customers 	Key Informant
	Site Design	<ul style="list-style-type: none"> - Display of digital media (social media, web or online motorcycle taxis) is made attractive - Digital marketing training that has been joined or other training that has been joined 	Key Informant
	Interactive	<ul style="list-style-type: none"> - Provide customer information related to information on products sold 	Key Informant
Business Sustainability	The company's success in innovating	<ul style="list-style-type: none"> - Innovation from packaging - Rengginang brand innovation - Variants of Rengginang flavours - Rengginang shape - Price Innovation 	Key Informant
([6], researcher modification)	Employee and customer management	<ul style="list-style-type: none"> - Train new employees to produce rengginang - Directing employees to be friendly and patient in serving customers, guests who come - Provide convenient service 	Key Informant
	Return on the initial investment	<ul style="list-style-type: none"> - Return on initial capital used (BEP) - Current business development 	Key Informant
Technopreneurship	Creating job opportunities.	<ul style="list-style-type: none"> - Length of business run - Creating job opportunities for other people who understand IT or not 	Key Informant
([7], researcher modification)	Business diversification and decentralization	<ul style="list-style-type: none"> - Product marketing can be done regardless of distance - Target market - Sales turnover and profits increase 	Key Informant
	Encouraging	<ul style="list-style-type: none"> - Entrepreneurship 	Key Informant

Variable	Research Indicators	Items	Explanation
		<ul style="list-style-type: none"> g increased entrepreneur activity skills are enhanced with technological capabilities - Entrepreneurs are more skilled at using social media 	

The analysis of data technique uses the following steps: data reduction, data display, verification and conclusion drawing. The reduction process has been conducted by summarizing, determining important data, deleting data that were considered unimportant and conducting coding. Data display has been conducted by processing data into narrative text and brief descriptions. The researcher tries to arrange the data in an organized and patterned manner according to the findings in the field. After the data was presented, the researchers verify and make conclusions according to the data presented.

Checking the validity of the data using triangulation of data sources and methods of triangulation. Triangulation of data sources was conducted to find the similarity of data obtained from other informants through the interview method.

4. DISCUSSION

4.1. Implementation of Digital Marketing for Rengginang Entrepreneur in East Java

The implementation of digital marketing of rengginang entrepreneurs in the East Java Region is still not widely used properly of the technology, this is due to rengginang entrepreneurs who are less familiar with this. Most of the rengginang entrepreneurs in the East Java region are still in the first generation in running a business whose average age is 50-60 years and if they use cellphones, they are only limited to just making calls and receiving calls. However, after the second and third generations continued their business and developed the business together, digital marketing began to be known. For the second generation, using social media as a marketing medium is still limited to using WA only. Only a small number of them use Instagram and even then, they are still in the process of learning from their children. If using Instagram for marketing, it is still run by their children. While the third generation of rengginang craftsmen, the social media used to market rengginang are WA and Instagram. Most of the third generation of rengginang entrepreneurs have used marketing with Instagram because the third generation of rengginang entrepreneurs are millennials who are very familiar with the technology so that their digital marketing platforms know it better and can apply it. This makes rengginang products not only known within the region but can reach outside the region, outside the island and even abroad. [8] stated that this pandemic

outbreak requires MSME actors to be able to adapt to current conditions, one of which is that they must be able to take advantage of existing technology such as selling online using social media, increasing the quality of service to consumers, and making product and service diversification to improve business performance.

Digital marketing has been conducted by Rengginang Entrepreneurs in the second and third generations in East Java provide a high level of efficiency and can reduce transaction costs and time. Rengginang Entrepreneurs who use digital marketing and make payments by transfer and utilize social media have cut various costs incurred, that is promotional costs and marketing costs. The use of Instagram makes it easier for consumers to see and buy the desired type of rengginang. By using WA, consumers can also ask questions about the various rengginangs that are sold. Rengginang entrepreneurs can also send photos of various flavours and shapes of rengginang via WA. The existence of a Web address of the Rengginang centre in East Java will make it easier for consumers if the consumer will come personally to the Rengginang centre in the district or city that suitably destination.

This is in line with the research conducted by [9] where the result is the use of digital technology in entrepreneurship which is increasingly producing more social entrepreneurs with a variety of modern business ideas which are expected to be an important factor in running today. [9] also explained that technological developments in this digital era should be considered in integrating existing resources with digital technology to increase productivity and business innovation. [10] states that social media is very useful because it can be used as a means of direct contact with customers, as a means of promoting the products sold, recording consumer desires, conveying responses to consumers as a basis for making transaction decisions and many other benefits that can be felt. The results of research conducted by [11] stated that marketing with social media received the highest appreciation because through social media it was possible to deliver promotions that were easily understood by consumers. [12] stated that in responding to the current pandemic conditions, companies/producers must revamp their marketing strategies to address consumer problems in getting the products they need. This strategy exists by promoting through digital marketing.

The results of research conducted by [13] also stated that the implementation of digital marketing can increase product marketing and sales even during the Covid-19 outbreak, this is evidenced by the results of the evaluation of activities which show that there are 104 searches carried out by prospective or customers in Google search engine related to business information and products of SME Wood Garage. [14] in their research results state that the implementation of digital marketing carried out by Bangbeli is by branding with shared content packaged with visuals that attract attention such

as informative content and have persuasive messages and establish relationships with customers in a fast response on social media.

4.2. Technopreneurship Competencies of Rengginang Entrepreneur in East Java Region

The Rengginang industrial centre in East Java, which is spread across the Sambigede Village area, Sumberpucung District, Malang Regency, the Rengginang Center in Kediri Regency, Kediri City, and the Rengginang Center in Situbondo Regency has opened employment opportunities from the surrounding community. Generally, 1 large-scale business owner can have 8-14 employees on average. While the medium-scale has an average of 4-7 people. While the small scale can have an average of 1-3 people. This proves that the entrepreneurial ability possessed by business owners can create employment opportunities for their relatives, neighbours, and retailers. Opportunities to work for other people have helped the needs of people living around the centre of Rengginang, and including retailers.

Retailers also benefit from digital marketing, because these retailers are the right ones to target the marketing market by utilizing their competencies. Retailers sell rengginang products, both original brands from craftsmen and those given their brands with the help of digital marketing, so that sales can be made widely outside the city, outside the island and abroad.

Rengginang product marketing in East Java can be wider in reach because of the use of digital marketing, which is WA and Instagram. The use of digital marketing by the rengginang craftsmen is due to the involvement of the second generation of rengginang craftsmen. The involvement of the second generation of rengginang craftsmen is very helpful for the development of their parents' business. Even the industrial centres in Situbondo district, between the first generation, second generation, and even the third generation have rengginang businesses with their management or management in which all three generations run their business and help each other.

With the technological capabilities of Rengginang craftsmen, they expand their market share. Rengginang that had been already packaging in the Situbondo district has entered the modern market (alfa mart, indo-mart) in all Situbondo districts and cities. Marketing of rengginang products is the centre of the rengginang industry in East Java to the areas of East Java, West Java, Central Java, Outside the Island areas of Kalimantan, Sumatra, Sulawesi, NTT, Batam. Meanwhile, the foreign market reaches Malaysia, Singapore, Hong Kong, Saudi Arabia. Rengginang, which is a traditional food from East Java, proves that Rengginang has a taste that suits the taste buds of consumers from all over the world. This proves that rengginang craftsmen have superior culinary competence in processing various flavours of rengginang. Competence in selecting raw materials, processing them,

and drying them to produce rengginang which has a taste that is favored by many consumers. This is part of the entrepreneurial competence that must be developed.

The technological capabilities of rengginang entrepreneur are not only used to help marketing, but the technological capabilities of second and third generation rengginang entrepreneurs are also used to view Youtube about the flavours of rengginang in various regions. Thus there is additional insight in terms of the taste of rengginang, which in the end the rengginang craftsmen try to develop rengginang with variations in taste by raising local wisdom. For example, the rengginang entrepreneur at the rengginang centre, Gumuk Hamlet, Gelung Village, Panarukan District, Situbondo Regency raised local wisdom near the coast which is rich in fish products. Likewise, variations that do not contain fish elements are developed, that is spicy taste, Balado flavour, onion taste, celery flavour, and brown sugar sweetness. In Malang district, craftsmen also develop a variety of rengginang flavours that contain flavours of shrimp, salmon, shrimp paste, onion, spicy, black rengginang, sweet brown sugar rengginang. Industrial centres in the district and city of Kediri are the same and utilize technology to see the taste of Rengginang in other areas.

Technopreneurship competence by utilizing digital marketing by second and third generation rengginang entrepreneurs is also useful for promotional media. WA and Instagram which are used to develop marketing are also used for promotion. Various packages of Rengginang with various flavours are usually posted on Instagram and WA Dp so that consumers and customers are better known. Rengginang promotion is very important to introduce, remind, influence consumers to make decisions to buy certain variations of Rengginang. And with this digital media, typical regional products can be widely known by consumers. By being known and attractive because of the packaging, shape, taste, consumers will make purchases at Rengginang.

The use of social media in running a business has a very positive impact. The positive impact of the presence of social media is the ease of interaction, expanding relations, the absence of space and time limits, and the rapid dissemination of information [15]. However, several things must be considered in using social media as a platform to increase the effectiveness of digital marketing, such as promotional language or the content being shared must use attractive, unobtrusive, interactive and persuasive visuals to increase buyer interest in the products being marketed [16].

This is in line with research conducted by [17], [18], [19], [20] where the result is that MSME business actors realize that the use of social media applications provides an opportunity to provide product or promotional information at a low cost. Low and can increase access to new customers which can also increase sales. With

social media, they have a global reach, where their products can be accessed from any part of the world

[21] stated that by helping MSME actors to survive in the pandemic era, it is necessary to carry out activities such as assistance in marketing products online with social media or online buying and selling sites. This is also in line with research conducted by [22] that the assistance of MSME craftsmen to increase the selling value of products related to product marketing through social media in the domestic market can survive during the Covid-19 pandemic.

This is in line with the research conducted by [23], namely by utilizing today's technological sophistication, it will make it easier for business actors to get feedback from consumers, thus facilitating the analysis of consumer behavior patterns that will lead to sustainable business development.

4.3. Rengginang Entrepreneur Business Sustainability Strategy

Based on the results of the exposure of the previous chapter, the researchers tried to find tips, tricks, and strategies for an entrepreneur to survive until now. The key to success is that the craftsmen of the East Java region always innovate their Rengginang products. The innovations made by the entrepreneur are from the taste of rengginang, the shape of the rengginang, the packaging, the colour of the rengginang, the raw materials of rengginang, the quality of the rengginang. entrepreneurs make rengginang with a variety of flavours and have local characteristics and local wisdom that is also a reflection of the rengginang products produced. Rengginang entrepreneurs from Situbondo Regency produce rengginang with a variety of flavours by linking local wisdom. This means that abundant raw materials, that are fish, shrimp, squid are used as raw materials for various flavours in producing rengginang and this is also a characteristic of the resulting product and is very well known and liked by customers.

Rengginang innovation originating from Sambigede Village, Sumberpucung District, Malang Regency has a variety of flavours that are favoured by many customers, namely the original flavoured rengginang/garlic, fish, shrimp, anchovies, kaffir lime, shrimp paste and spicy which are much liked by customers and craftsmen can survive. Despite the current new normal era, the business that is being carried out can continue and can survive, even though sales have decreased when compared to before the covid 19 pandemic. Likewise, the Rengginang flavour innovation in Kediri Regency and City also has a variety of Rengginang flavours that won the hearts of customers until it reaches outside the city, outside the island and even abroad.

Rengginang flavour innovation originating from Situbondo district with flavours of squid, shrimp, crab, fish, original, Balado, celery, brown sugar is a strong and unique characteristic that is attached to customers so that

rengginang is favoured by many customers. This is evidenced that customers of Rengginang products from Situbondo district are not only for the people of Situbondo but also outside the city, outside the island, and even abroad (Malaysia, Singapore, Hong Kong, Saudi Arabia).

In addition to taste innovation, rengginang shape innovation is also an added value that steals the hearts of customers. Rengginang East Java region has a variety of shapes which are made of medium-sized round, small-sized round, oval shape which makes rengginang have a variety of shapes. Some of the forms of rengginang in the manufacturing process are printed using a pipe mould of a certain size, and some are not printed because the hands of the employees are skilled at making rengginang in a certain size.

Packaging innovation is also an added value in maintaining the quality of Rengginang products so that they look beautiful, sweet, attractive and safe, not easily broken. Rengginang craftsmen in East Java have traditional packaging skills, and most of the packaging has PIRT and halal listed, so this will facilitate marketing to modern markets and can reach a wider market.

Rengginang colour innovation also provides its innovation for traditional food products known as old food. The use of colours used mostly uses the original colour variants of the taste of local wisdom so that it is safe for consumption. The black Rengginang is taken from the taste of the colour of the squid, the shrimp flavoured Rengginang will be slightly pink in the original colour of the shrimp. Rengginang slightly greenish colour is taken from celery flavoured rengginag mixed with green spinach. So that the natural colours that make this special food favoured by customers because it is safe and healthy.

Rengginang ingredients material innovation by entrepreneurs uses quality sticky rice ingredients materials, thus providing an indulgent taste for the tongue who enjoys it. Rengginang comes from Malang district, comes from super quality local sticky rice raw materials because it is easy to print and fluffier. Rengginang from the district and city of Kediri also uses super-local sticky rice because it makes it easier to print and the sticky rice taste is more delicious. If Rengginang made from Situbondo district comes from imported Thai sticky rice, because the sticky rice is sticky, easy to shape, and tastes more delicious. This means that the raw material chosen by the Rengginang craftsmen in the East Java region is quality sticky rice because it will affect the taste.

The average price of Rengginang is affordable for all people because almost all entrepreneurs only provide 1 packaging model of the same size and the average price is not much different. The average price of rengginang is in the range of Rp. 12,000, - Rp. 18,000,000.

This is following research conducted by [24] whose results are that innovation and product development according to consumer needs and desires is one strategy that can strengthen marketing in this Covid-19 condition. MSME actors who are responsive to environmental changes and can adapt in terms of products can also survive changes in the business environment in the pandemic era and the future [25].

Another strategy used by rengginang entrepreneurs in the East Java region is how to cook rengginang so that it has a delicious, savoury taste that is very much considered by business owners. The high involvement of rengginang business owners when soaking sticky rice, the composition of the sticky rice and seasonings, and how to cook rengginang are the keys to success. Most of the business owners handle the processing of rengginang themselves, while the cooking, printing, drying and packaging are carried out by their employees.

Another tip applied to business owners is to have a friendly attitude to every customer and guest who comes, so that customers feel comfortable buying at their place. Friendly attitude and cooperation with employees who are exemplified and instilled in employees make employees respect each other and feel at home working for their employers. This unconsciously makes the business can continue and survive.

This strategy was conducted to find out what customers want and needs. In principle, a business actor in the MSME sector maintains a competitive advantage by maintaining good relations with customers. Thus, the business units that have been running will form or create their market and will succeed in achieving the expected profits to continue to grow [26]. [27] also states that improving the quality and service of consumers will increase good and loyal relationships between business actors and consumers.

In the current pandemic conditions, some rengginang entrepreneurs have experienced a decline, such as rengginang craftsmen in the Malang Regency, Kediri Regency and Kediri City. But even though their sales have decreased by 50%, they are still able to survive and continue to run their business. For large-scale business owners in Malang Regency, every day they still produce around 2.5 quintals compared to before the pandemic it could reach 5 quintals. This condition is different from business owners in Situbondo district, in the new normal era, it does not have a major influence on the decline in sales. This is evidenced by the productivity of rengginang that is still carried out every day and for large-scale rengging businesses, it still produces rengginang every day between 1 quintal until 3 quintals. Before fasting in 2021, production increased to 1 ton in 3 consecutive days and during fasting time it reached 1.5 tons per day. On average, other business owners in Situbondo Regency produce 100-200 kg per day on a large scale.

The high productivity of rengginang every day proves that the rengginang business, which is part of MSMEs, can still survive in the new normal era because of the various advantages and innovations possessed by rengginang craftsmen and business owners.

This is in line with research conducted by [28], which says that entrepreneurs need to think strategically, including a commitment to always compete to be the best, and compete to be unique. Even if there is an error in choosing a strategy, at least it is still in the same dimension as competitors. [29] also explained that the technical skills, business and creativity of entrepreneurs are the main keys to continuously create innovations and solutions to satisfy dynamic consumers.

[30] in their research stated that the strategy used to increase the competitiveness of rengginang products in the district. Sumberpucung Malang Regency, which is: 1) strengthening product quality; 2) Improving the quality of labelling and packaging, and 3) marketing diversification.

Research conducted by [31] stated that for business sustainability, MSMEs in industrial centres must implement the specified strategy without changing the direction of the strategy that has been set to remain competitive in the face of competition in an increasingly competitive market.

This is in line with research conducted by [32], [33], [34], [35] which states that business actors need to carry out strategies to maintain business sustainability by utilizing local media to the promotion of the products produced, or by empowering the surrounding community, by increasing the knowledge, skills and abilities of human resources and by innovating.

6. CONCLUSION

From the discussion above, it can be concluded that:

1. Most of the rengginang business owners are in the first generation, aged 50-60 years, who are still lacking in using technology because of technological stuttering. However, the first generation of business owners is still helped by their children who are more familiar with the technology. Digital marketing carried out by second and third generation rengginang craftsmen in East Java provides a high level of efficiency and can reduce transaction costs and time.
2. The ability of technopreneurship by utilizing digital media for rengginang entrepreneurs provides many benefits. With this digital media, typical regional products can be widely known by consumers. The use of social media in running a business has a very positive impact because it makes promotions, interactions, and many other things easier.

3. The Rengginang business in East Java, which includes MSMEs, can still survive in the current COVID-19 pandemic because of the various advantages and innovations possessed by Rengginang craftsmen and business owners.

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